

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LI.

NEW YORK, MAY 10, 1905.

No. 6.

Latest statistics show that the farm products of Indiana for 1904 represent a total value of over \$200,000,000.00.

None so successful and none that respond more liberally to high-class advertising as the Indiana farmer.

THE STAR LEAGUE DAILIES

published in Indianapolis, Muncie and Terre Haute, with an average daily circulation of over 140,000, are read in over 42,000 farm homes every morning. If you want to interest the farmer in your proposition as well as city and town people, be sure to place your advertising in the *Star League Newspapers*.

General Office, Star Building, Indianapolis, Ind.

(From The Minneapolis Tribune, Sunday, April 30th, 1905).

The Minneapolis Tribune has purchased from the Globe Company the entire circulation of the St. Paul Globe, Daily and Sunday. The latter paper retired from business April 30th.

Signed,

THE MINNEAPOLIS TRIBUNE.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. LI.

NEW YORK, MAY 10, 1905.

No. 6.

FORTY YEARS AN ADVERTISING AGENT.

By *Mr. George P. Rowell.*

NINETEENTH PAPER.

In 1867 the firm of S. M. Pettengill & Co. was the best known of all the advertising agents then doing business. There were two partners, Mr. Pettengill and Mr. James H. Bates. Bates had a one-third interest in the profits and, by their co-partnership papers, it was stipulated that in case of a dissolution the good will of the business, the firm name, and the books, would belong wholly to Mr. Pettengill. Mr. Bates, if he were living, would be 79 years old in 1905 and Mr. Pettengill three years older. The former died in 1902 and Pettengill about 1893. Their agency being the best known of any then, or at any previous time, in existence; advertisers found that the papers would accept the Pettengill contracts without question or delay, if the price was right, and that there was an advantage on that account in dealing through them. The firm had numerous customers who came to them year after year. Among these were Robert Bonner, Jeremiah Curtis & Son, owners of Mrs. Winslow's Soothing Syrup, Dr. J. H. Schenk who had his name and the words Mandrake Pills painted almost as freely as Hood's Sarsaparilla was in later years. Still the Pettengill business did not in 1867 exceed in volume the sum of \$400,000 per annum.

Mr. L. F. Shattuck was said to do business under the name of Peaslee & Co. because, it was alleged, he had left behind him in Ohio some obligations that might

be a source of trouble for him. He had published a paper in the Buckeye State, and through that means, it had come about that he had, at one time, been of service to an Ohio politician, Salmon P. Chase by name. Previous to the Civil War the firm of Peaslee & Co. had been by no means prominent, and its credit was not considered very firmly established. It used to be said that there really was a Mr. Peaslee in the office

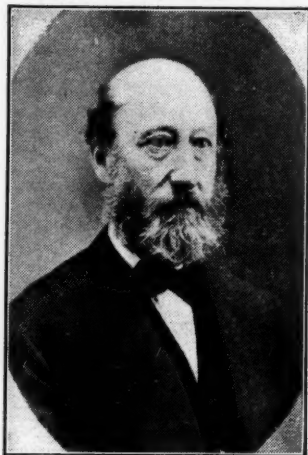


JOHN HOOPER.

but his position was rather that of a clerk than a principal.

Those who are old enough may remember that at the beginning of the Civil War, in 1861, the government was unprepared, and found itself sadly in need of money. Interest was paid at a rate as high as seven and three-tenths per cent per annum. Finally, when bonds were put on the market by the hundred millions, an enterprising young banker, once from Ohio but then of Philadelphia—Jay Cooke & Co. was the firm name—came prominently

to the front as a government agent for placing the securities. The bonds had to be advertised. The contract promised to be a large one. Mr. Bates of the Pettingill Agency had his eyes on it, and actually had gone so far as to prepare copy, and even send out some advertisements for insertion, when there came a call upon him to visit Mr. Cooke in Philadelphia; and there he was told that Mr. Chase, Secretary of the Treasury, had sent for Mr. Cooke, and had said to him, that Mr. Shattuck was his friend, and that he, Chase, particularly desired that such advertising as had to be done should be sent out through Mr. Shattuck's agency. Probably no one of the parties had



GEORGE W. WAYRE.

any idea of what the thing would amount to. The fiscal agent had no disposition to quarrel with the Secretary, who was his superior. He did what he could for Bates, but the business from that time forward went out through Mr. Shattuck's office. It was a great order. Prices did not cut much of a figure in placing it. Mr. Cooke said to Mr. Shattuck "If a publisher has enterprise enough to ask for the advertisement give it to him." In some instances, as would be the case now, there was difficulty about the allowance to

Mr. Shattuck of the usual agent's commission, that being then, almost universally, a quarter of the gross amount; but the Secretary stood by his protégé, and if the paper did not choose to allow the commission, Mr. Shattuck withheld the order. As the question of a high or a low price, did not enter very much into the calculation, so long as the figures on the rate card were not exceeded, there was little real difficulty about any papers eventually securing the order, Shattuck getting his commission, and the public being favored with a sight of the announcement. Of course a liberal advertisement order made an editor shy about criticising any methods of the Secretary, the President, or the fiscal agent; and without doubt the advertising order served as a subsidy in some cases, and caused editors to be just as friendly as they could possibly see it in their way to be. It is not intended to be inferred, that there was any cheating or dishonesty on the part of any one concerned. Nothing of the sort has ever been suggested. It was a big order, it was relied upon to produce quick results, it did all that was expected of it; repeat orders came quickly, and often, and when the war was ended everybody was satisfied—more than satisfied with Mr. Chase, Mr. Cooke and Mr. Shattuck; and so great had grown Mr. Shattuck's reputation, that a little later, he had in hand the enormous contract of placing the securities of the Union Pacific Railroad, on terms that seemed not only to assure him a full commission, on every advertisement he placed, but additional pay for all clerical work performed, and a liberal commission, as well, on every bond that was sold. The results of these two orders, were so pleasing to Mr. Shattuck, that he had little disposition to resume the humdrum work of preparing competing estimates for patent medicine houses and "such small deer;" and it came about quite naturally that he, in possession of a million or two of savings, bought a place at Lenox, lived the

(Continued on page 6.)

HOME CIRCULATION BRINGS THE GREATEST RESULTS

¶ The Home Circulation of a paper is the first and most important point considered by the up-to-date advertiser when making up his list.

¶ The pertinent factor in the success of advertising, both local and foreign, is the high-grade, home, evening newspaper.

¶ In the cities of Washington, Baltimore, Montreal, Indianapolis and Minneapolis, the following evening papers are the recognized home mediums.

THE WASHINGTON STAR

THE BALTIMORE NEWS

THE MONTREAL STAR

THE INDIANAPOLIS NEWS

THE MINNEAPOLIS JOURNAL

¶ You should have these papers on your list to make an advertising campaign in these respective cities a success and cover the field thoroughly at a minimum expense.

¶ Full information, rates, etc., furnished on request.

DAN A. CARROLL

Special Representative

Tribune Building
New York

W. Y. PERRY
(Mgr. Chicago Office)

Tribune Building
Chicago

life of a country gentleman, sought and obtained entrance for himself and family into the exclusive society of New York that maintains connections with the Berkshires and Newport.

Mr. Shattuck was the first of the New York agents who did me the honor of looking me up and calling on me in my new office, up one flight, front, at No. 40 Park Row, shortly after my removal from Boston. I had never seen him before. He was a large, fine-looking man, handsomely, even elegantly dressed after the Shakespearian invocation:

Costly thy habit as thy purse can buy,
But not express'd in fancy,

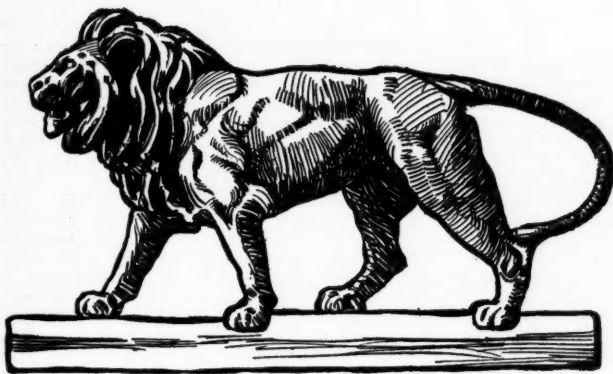
He had evidently availed himself of a leisure moment, after partaking of a midday luncheon at the restaurant of Crook, Fox and Nash—then so well patronized—situated on the first floor of the Times Building, directly under my office. While I looked at the card he handed to me, my eye dropped, and took in a handsome gold watch-chain, crossing his rather broad waistcoat, and noted there a small deposit, a portion of a boiled egg that had evidently played a part in the midday refec-tion. It is one of the absurdities of life that so trifling a matter should have any attention at all, but it is nevertheless true that from that day to this I never think of Mr. Shattuck without seeing the watch-chain, and the blemish of the egg spot. The good man died many years ago, the most successful of all the advertising agents that have had an existence in America; and the one, who, more than any other, escaped unkindly criticism. He could give an order to whoever asked for it. If the price could be defended by the rate card, he was authorized to pay it; if it seemed excessive even to the newspaper man, he might even up things by a notice of the bonds offered for sale or by a favorable influence exerted in some other way.

Mr. Shattuck did some business as a banker after he had ceased to be an advertising agent, but it is my impression that he did not

add to his wealth in that way. He seemed finally to take kindly to his Lenox home, and a visit to the South in the winter, and it used to be my good fortune to meet him, two or three times a year, at the Union League Club, where he was pretty certain to drop in, when passing through, or sojourning in the city for a few days. Mr. Shattuck's advertising business, what there was left of it, reverted to Mr. E. N. Erickson, a capable man of unexceptionable character and standing, and he in turn, having passed away, is succeeded by his son Julius, who now conducts an agency at 21 Park Row under his father's name.

Of John Hooper it has already been said there were grounds for considering him the oldest advertising agent in New York. He had begun as a canvasser for the *Tribune*; was led into putting advertisements into other papers, to accommodate a customer; would pay the bill, take a receipt, carry the bill to his principal, collect it and the transaction would be closed—no bookkeeping, no bother, no open account—and the commission on the order was a help. Sometimes a settlement in full might be delayed a little, but his customers were good. If the memorandum bills accumulated, it was still possible to care for them; and other agents used to say of Hooper, rather derisively, that he carried his office in his hat. He was slow of speech, slow of motion; as honest as the day was long; and, curiously too as time progressed, it was noted that he was never in any hurry about being paid, provided the customer was good and the business still being advertised. After a time he needed an office, and, like those farmers who find a wife cheaper than a hired girl, he took a partner instead of hiring a book-keeper. By and by, however, he outgrew all of that, and needed bookkeeper, estimate clerk, checkers and office boys. His partner was Mr. George William Wayre. Mr. Wayre was an older brother of that Mr. E. D. Wayre with whom those who have had dealings with the advertising agency

(Continued on page 8.)



The Lion's Share of Philadelphia
advertising is found in

The Bulletin

because local advertisers know — that
*"In Philadelphia nearly everybody reads
The Bulletin."*

Net daily average circulation for April

216,587 copies a day

"The Bulletin's" circulation figures are net; all
damaged, unsold, free and returned copies have
been omitted.

WILLIAM L. McLEAN,
Publisher.

of Geo. P. Rowell & Co., may remember, as always since the year 1871, to be found at the book-keeper's desk. Mr. Hooper's residence, until near the end of his life, was in Dutch street; which it might puzzle the New Yorker of to-day to find, although it is still plainly in evidence at some point between Nassau, Beekman, John and Gold streets.

From his system of being a slow collector, where the parties were considered good, Mr. Hooper was sometimes led into assuming rather serious risks; and it came about, at one period, that the firm of Colwells, Shaw & Williard, who manufactured a patented tin-lined lead pipe, had become so much in his debt, that he was finally led to assume a proprietary interest in their enterprise, for his own protection, and eventually the lead business became of so much more importance than the advertising agency; that he was inclined to drop the latter, and, in the year 1870, I was approached with a suggestion that I buy the good will of the concern, take over such customers as could be delivered, assume the office occupied by the Hooper company and in general succeed to the business of the oldest advertising agency in New York. The price asked for the good will was \$10,000; the business was clean, the office the best in the Times Building, corresponding nearly with that occupied by J. Walter Thompson's agency for the last score of years, or thereabouts. I am confident I got the purchase price back within the first year, but Mr. Hooper continued to turn over small orders to us to the end of his life. As a lead merchant he was no more conspicuous than as an advertising agent, and only those who knew him well failed to be amazed to find, when he finally passed away, that he had left a property worth very close to the sum—enormous under the circumstances—of five million dollars.

The partner, Mr. Wayre, was an Englishman, and had ever a longing to return, with the competence he had earned, to the home

of his youth. It was a mistake. He missed the occupation that had become so familiar to him; his health was not as good as it had been; and he died before very long. His American born children, with their mother, did not lose much time in getting back to American soil, whereby they doubtless exhibited better sense than they had inherited from the father.

L. P. Fontaine & Co. and Mather & Abbott were advertising agents of the class that the newspapers used to take very kindly to. They could not be counted on to pay a bill when it became due but they often did pay, in whole or in part, and the unexpected experience had in it a spice of variety very pleasing to the average newspaper man. In answer to a charge that an order had been accepted from Mather & Abbott at a price that would not have been satisfactory had the order come from the Rowell Agency it used to be explained sometimes about like this: "You know that concern is rather poor pay, we may never get anything for what they owe us, and for that reason we are willing to make the charge light because, if we never collect it, the loss will not be of so much consequence." After I had been some time in New York Mr. Fontaine came to me one day for advice. His statement showed assets—so and so, and liabilities—so and so. There was not very much difference between the two sums, but the assets overbalanced the other to a moderate extent. I was rather surprised at this outcome under the circumstances and said to Mr. Fontaine, "You are solvent. You can pay all you owe." "I know that," was his response, "but it will take all I have." He failed, a little later, and disappeared, but as the papers were not paid I have always felt that he had something left over for a rainy day.

Of W. W. Sharpe no one seemed to know much beyond that he did a fair business, kept his agreements, minded his own affairs and had very little to do with others.

I think I knew as much about him in 1867 as I do now (in 1905) and yet, I am told, he has all this time done business and still does so within a stone's throw of my office. I have no recollection of ever having seen him.

John Moore said that in his walks about town, in pursuit of advertising orders, he crossed the tracks of Carlton & Smith more frequently than he did those of any other agency. Carlton was a step-son of that Dr. Carlton who was long at the head of that great publishing house, the Methodist Book Concern. The business was mainly with the religious press, and largely with the Methodist division of it. Mr. Smith retired from the firm before very long, and Carlton moved his office into the Times Building near me. We became fast friends and that friendship terminated only with his life. He died in the summer of 1902.

Carlton extended his lines, to take in the monthly magazines; then becoming of importance; and he had in his employ a young man named Thompson, given name J. Walter, to whom he paid a salary of \$15 a week, and thought it rather munificent. Carlton was a bookworm. He knew all about books, and publishers, and would rather spend six hours in trying to resurrect, for a friend, some scarce volume, worth possibly twenty cents, because not wanted by many people; rather than devote half as much time to securing an advertising order which might just as likely produce a profit of \$100. I had once had an opportunity to engage this same clerk, Thompson, to work for me, but, after a talk with him, concluded he would be too easily discouraged for an advertising man. Carlton wanted to sell his business, and one day his assistant professed himself willing and able to pay the price. Carlton became a bookseller and the firm of J. Walter Thompson Co. started out, and became, in an almost incredibly short time, a greater house than Carlton had ever dreamed of, and one that, from that day to this, has had no set-backs, and

about which no one hears anything but good words. Mr. Thompson, since the decease of the late Mr. James H. Bates, is, without any manner of doubt, the richest advertising agent doing business in the City of New York.

COMPLETE details of leaf selection and manufacture, together with photos showing sizes and prices, make the booklet on Fambella Cigars, sent out by the Independent Company, Detroit, a thorough-going piece of mail literature. The printing is excellent.

In a six-page folder of small dimensions the Sea Breeze Manufacturing Co., Birmingham, Ala., has managed to crowd a great deal of readable information about care of the teeth, complexion, etc., with descriptions of its toilet preparations. It is a piece of advertising of low cost and real efficiency.

Lincoln Freie Presse

Lincoln, Neb.

Actual Average Circulation **152,062**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

FACTS versus CLAIMS.

On January 20, 1905, following a detailed report of its own circulation, the Chicago Daily News said: "The Daily News regrets its inability to quote the circulation of the other Chicago newspapers, and this because with the single exception of the RECORD-HERALD, no other Chicago newspaper makes a complete, detailed publication of the actual sales of all its editions."

The **CHICAGO RECORD-HERALD** Circulation for Jan. and Feb., 1905:

Daily Average, **148,821**
Sunday Average, **202,098**

THE TELAUTOGRAPH.

A FIRST COUSIN TO THE TELEGRAPH, AND THE TELEPHONE THAT IS BEING USED FOR ADVERTISING PURPOSES.

In the show window of a hat store on Broadway, New York, is a device that keeps the space in front of the window thronged all day long with interested spectators. At first glance it appears to be simply a wooden box with a glass panel in the front and a strip of white paper coming out of a slot in the top of the box. Presently a jointed metal bar under the glass panel begins to move, and a moment later the strip of paper is raised several inches, and one sees a freshly written message calling attention to the good points of the hats displayed in the window. A pen that writes seemingly without human intervention is sufficiently puzzling, but the little machine has more wonders in store—it can see, apparently, as well as write. A policeman pauses on the outskirts of the crowd and the pen begins to move again. The crowd laughs as it reads the message:

Make way for the policeman, please, he'll need one of our hats when he's off duty.

A PRINTERS' INK reporter in search of information was permitted to go behind the scenes—that is to say behind the show window. Here concealed from the crowd in front of the window, but commanding a view of it himself, was a young man seated at a table. A wooden box similar in construction to the one in the window, but smaller, rested on the table. Electric wires ran from the box on the table to the box in the window, and every stroke of the pencil made by the young man at the transmitter was instantly reproduced on the strip of paper attached to the receiver in the window.

The instrument described is known as the Telautograph. Inquiry at the offices of the Gray Telautograph Company, 80 Broadway, New York, were answered by Mr. James Dixon.

"The Telautograph" said Mr.

Dixon, "is the result of many years of experiment. The first model was made under the direction of Professor Elisha Gray, whose name is connected with the development of the telephone. After Professor Gray's death the work of perfecting the Telautograph was carried on by Mr. George L. Tiffany, one of Professor Gray's assistants, who is now chief electrician of the Telautograph Company.

"The Telautograph is an instrument for transmitting one's handwriting to a distance just as the telephone transmits the voice. It consists of two parts—the trans-



mitter and the receiver—which are connected with wires over which the electric current passes. The distance between the receiver and transmitter may be a few feet or several hundred miles, the operation is the same in either case. When you write with the pencil at the transmitter the two jointed rods to which the pencil is attached follow the movement of the pencil. Just how these movements are communicated to the pen of the receiver it is a little difficult to explain without speaking of "rheostats," "contact rollers," "line wires" and other things that one not familiar with electricity might not clearly comprehend. Let me say simply this,

that the pen of the receiver is connected with two jointed rods similar to the two rods to which the pencil of the transmitter is attached. You know that when you speak through a telephone you cause the diaphragm of the transmitter to vibrate, and these vibrations are conveyed over the wire causing the diaphragm of the receiver to vibrate in just the same way. The operation of the Telautograph is somewhat similar, only instead of producing vibrations of a diaphragm it causes the rods of the receiver to duplicate the movements of the rods attached to the sending pencil. When you touch the pencil to the paper you liberate the current and instantly the pen at the other end is attracted to the paper. Move the pencil downward "half-left" and then straight to the right, as in making the first strokes of the figure 4, and the pen moves "southwest" and then due "east." Lift the point of the pencil from the paper, thus breaking the current, and the pen is no longer attracted to the paper at the receiving end of the line.

Illustrating his remarks as he went along Mr. Dixon demonstrated that the Telautograph is really autographic. It not only writes what you write but writes it just the way you write it. That is one of the reasons, he explained, that banking houses and brokers are installing it. The Knickerbocker Trust Company has four machines in operation between its downtown office, 66 Broadway near Rector street, and its uptown office, corner of Fifth Avenue and 34th street. When the tellers or bookkeepers uptown have to inquire of the downtown office concerning a depositor's balance they send the question over the Telautograph and get a written response signed by the person who makes it. Then there is no chance for the man who answers the question to avoid responsibility later on, in case he has made a mistake. He can't say: "You must have misunderstood me; I said two hundred, not two thousand." What he said, or rather what he wrote, is preserved in black and white with

his autograph signed to it to prove that he did write it.

The Telautograph, Mr. Dixon explained, is meant for practical commercial use, not as an eye-catcher for a show window. "The advertising application of the Telautograph" he said "is a side issue with us, but while the instrument is new it will undoubtedly prove a good show window attraction. Later on, when the Telautograph is generally known, it will of course attract no more attention than a telephone does nowadays. No, we don't sell the instruments, we lease them. For advertising purposes the charge is fifteen dollars a week. Installed for business use on yearly contract the rental is fifty dollars a year. The current is taken from an ordinary incandescent lamp wire, and where no current is available the Telautograph can be operated by storage batteries."

Among newspapers one of the first to install the Telautograph was the Brooklyn *Eagle*, which has one in operation between the telegraph desk and the window where its bulletins are displayed.

ADVERTISERS GET A
BETTER SERVICE—
GET MORE FOR THEIR
MONEY—IN

THE TORONTO DAILY STAR

than in any other afternoon
paper in the City.

In quantity as well as quality THE
STAR leads. Large city or local circulation,
delivered direct by carriers to the
homes. Sworn daily average for March

39,021

Send for booklet—

"Where do the papers go."

All foreign advertising should be sent
direct to

THE STAR,
TORONTO, CANADA.

SELLING DIAMONDS BY MAIL.

ARGUMENTS USED BY A MEMPHIS JEWELER TO BUILD UP A MAIL-ORDER TRADE IN DIAMONDS.

For a jewelry house in Memphis, Tennessee, to dream of selling diamonds—real diamonds—to people living in New York seems to be the acme of presumption. Ninety-nine jewelers out of a hundred would say that it couldn't be done, but the hundredth man does it. George T. Brodnax, diamond importer of 17 South Main street, Memphis, is the hundredth man, and the plan he has devised for inducing people a thousand miles away to buy diamonds in Memphis instead of in their own town is so well thought out and so convincingly set forth in a little 24-page booklet, entitled "About Diamonds," that the man who passes a score of jewelry stores a day without once thinking of buying a diamond ring finds himself wondering, after a perusal of this pamphlet, whether it wouldn't be a good idea to put a little money in diamonds—on the Brodnax plan—simply as an investment.

Mr. Brodnax begins by giving the readers some "Reasons For Buying Diamonds."

"Probably the best reason for the ownership of diamonds is the fact that they pay large dividends on their cost, larger perhaps than any other known form of securities. Ten years ago you could have purchased diamonds for a little less than half of their present price, making an average rate of ten per cent advance every year. In financial circles investments that pay five per cent are greatly sought after and sell for large premiums.

While the rate of advance in the past has been high, everything seems to indicate a still more rapid rise in the future. The chief reason for believing this advance is their comparative scarcity. The same amount of diamond bearing blue clay that yielded in 1898 one hundred karats of diamonds, only produced last year sixty-five karats.

Next in importance comes the increased cost of working the mines. They are growing deeper every year; more expensive machinery is required and in addition the cost of labor is very much greater. Before the Boer war, all the South African mines were worked by Kaffirs, and the condition of these workmen was lower than that of the old negro slaves of the South. They received practically nothing but actual food.

Now conditions have changed, and

under English government the mine owners are forced to pay their laborers living wages. The statement published by the De Beers Syndicate on December 1st showed that their expense account was twelve per cent greater for the preceding year than for the year before that. The directors felt fully justified in announcing to the diamond trade an advance January 1st of five per cent and another advance in February of five per cent, both of which have already gone into effect. They are now talking about a still further advance of ten per cent.

Another reason for higher prices is the largely increased demand for diamonds, especially in America. This country has been unusually prosperous for the last four years, and immense fortunes have been accumulated. Where one person was able to own a diamond ten years ago, twenty are wanting them now and the competition for them will inevitably raise their prices. Now is the time to buy them."

"The wearing of diamonds," Mr. Brodnax continues, "is a real help to success. Those of us who wear them are offering visible and conclusive evidence that we possess the ability to make, save and invest money. Their ownership shows that you have already raised yourself above the level of the majority of those about you, and it is human nature to pay tribute to success by helping it along." Following this is a paragraph emphasizing the fact that diamonds are always negotiable.

"Diamonds are practically certified checks. They come nearer being worth their face value anywhere in the world than any other form of security. Nothing else can be turned into money on such short notice and at so near its actual value. To realize on a piece of real estate often requires months of negotiation, and if immediate cash is imperative it can only be sold at a very large sacrifice. This in a measure applies also to stocks and bonds or any other form of collateral, but diamonds properly bought have a definite return cash price that can be obtained at a moment's notice."

The foregoing may be said to be the broad argument advanced in favor of investing in diamonds, but nothing that has so far been said would induce a person living in a large city to purchase diamonds of Mr. Brodnax instead of at the local jeweler. Even after reading what Mr. Brodnax has to say regarding the exceptional facilities he possesses for securing fine stones at reasonable prices, something more is needed to induce the person who can buy diamonds in his own town to pur-

chase them elsewhere. Mr. Brodnax has a resident buyer in Amsterdam, the center of the diamond cutting industry, who purchases gems direct from the cutters, thus saving the middleman's profit; but other jewelers also have buyers in Amsterdam. Mr. Brodnax will send any article you select from his catalogue on approval to be returned at his expense if not satisfactory. Other jewelers will do that too. You can buy diamonds from Mr. Brodnax on the "deferred payment plan" (which sounds better than "installment plan" though it means the same thing) but other jewelers will also sell diamonds for part cash and the balance in monthly payments. Some overpowering argument is needed to offset the advantage of the local jeweler—for other things being equal the man on the ground has the advantage. Mr. Brodnax has foreseen this, and in the last two pages of his booklet he reaches the climax to which the preceding pages have cleverly paved the way. The reader has been told that diamonds have doubled in value in the last ten years; that the supply is decreasing and the demand increasing; that "diamonds properly bought have a definite cash value that can be obtained at a moment's notice;" but while he may be inclined to believe this he is possibly not fully convinced of it. Therefore Mr. Brodnax says—and this is the foundation upon which his plan of selling rests—"Buy of me, and I will contract to buy back from you at any time within a year the diamond you purchase of me, for ninety per cent of the price you pay me for it, or I will accept it at its full purchase price, any time within five years, in part payment for a more valuable stone."

"If you will consider this offer you will see that it is an absolute protection against loss. It means you can wear a diamond for a whole year and then return it to us for cash at a cost that will amount to only a few cents a day for the privilege of wearing it. Or, under the exchange plan, you can start with a small diamond, say one for \$25, and as you save more money can then turn it in as part pay for a \$50 stone. You can continue this process indefinitely until you have as large

a diamond as you desire, and during the whole period you will be wearing a diamond that is fully paid for and will have made your purchase at the lowest possible cash price.

"Unless we were absolutely certain that diamonds were going to advance steadily, we could not afford to make our liberal exchange contract, for it would mean the making of two sales at a profit of only one, and this is something that no good business man can do. We expect the diamond we take back to be worth more than when we sold it, and look for our extra profit entirely from this source."

Mr. Brodnax is plainly a bull in the diamond market. To the local jeweler who neither advertises nor devises any new selling plans he is likely to prove a bull in the china shop.

A CATALOGUE of gloves from the Deer-skin Glove Co., Gloversville, N. Y., is intended for mail-order trade between factory and wearer, and demonstrates how interesting a booklet can be made of a single line of goods when technical details are treated in a clear way. More than one hundred styles are shown, and fitting made as easy by rule as in a store.

A NEAT booklet, its cover a colored representation of a summer collar and tie, is used to talk about reasonable priced haberdashery by Al Page, 443 Fulton street, Brooklyn. The back of Mr. Page's head resembles that of the celebrated Tom Murray, of Chicago, so he adopts the latter's "Meet me face to face" idea.



"THE CHURCH ECONOMIST."

THE IVORY SOAP ADS.

The three Ivory Soap advertisements reproduced herewith are from a series of seventy advertisements of this kind to be used in newspaper and agricultural papers. These advertisements are seven inches, double column, in their original form.

The copy for the series was written by the advertising manager of the Procter & Gamble Company,

of the maid cleaning the rug gives exact directions for doing that par-



As to White "Castile" Soap.

"White Castile Soap is preferable to all others" — Extract from a handwritten note on the care of infants.

Good advice! The only objection to it is, that it is not possible to comply with it.

Why? Because more than 95 per cent. of the "Castile Soap" sold in this country is not Castile Soap at all. There is not a drop of olive oil in it.

Ivory Soap is made of the best materials that money will buy. It will not injure the finest fabric or the most delicate skin. Use it for every purpose for which only a pure soap should be used.



Ivory Soap
99 1/2% Per Cent. Pure

and the illustrations were made by the George Ethridge Company. The series was prepared with great care and was the result of several interviews of several hours each between the advertising manager, the members of the Ethridge Company and the artists who did the work. The copy was gone over word by word, and the suggestions for illustrations were talked over and over until everybody concerned was thoroughly agreed. The result was a series of advertisements which bears the evidences of much thought and intelligent effort. Every advertisement tells its story. The text is brief and terse. It gives the facts concerning the superior qualities of Ivory Soap and the uses to which it can be put. The text accompanying the picture



Be Careful of Your Hands!

Yellow soaps will make them red and coarse and hard; a source of never-ending humiliation and annoyance.

Ivory Soap adds to their beauty, keeps them soft and sweet and dainty.

For washing dishes, as well as for the bath and toilet, it is the only soap the self-respecting housewife will use.

There is no "fine" (unscented) kind of Ivory Soap. That is why it will not injure the finest fabric or the most delicate skin.



Ivory Soap
99 1/2% Per Cent. Pure

ticular thing. The same is true



To Clean Dress Goods:

Carefully brush the goods until all dust and lint have been removed. Wash in hot water with plenty of Ivory Soap (two washings may be necessary). Rinse and allow to become about half dry, then iron on the wrong side.

There is no "fine" (unscented) kind of Ivory Soap. That is why it will not injure the finest fabric or the most delicate skin.



Ivory Soap
99 1/2% Per Cent. Pure

of the blanket advertisement, and in fact of all the series.

A Roll of Honor

(THIRD YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1904 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1904 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1905 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*)

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

Announcements under this classification, if entitled as above, cost 30 cents per line under a YEARLY contract, \$20.80 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

ALABAMA.

Athens, Limestone Democrat, weekly. R. H. Walker, pub. Actual average for 1904, 1,011.

Birmingham, Ledger, dy. Average for 1904, 30,176. E. Katz, S.A., N.Y.

ARIZONA.

Phoenix, Republican. Daily average for 1904, 6,339. Chas. T. Logan Special Agency, N. Y.

ARKANSAS.

Fort Smith, Times, daily. In 1903 no issue less than 3,750. Actual average for October, November and December, 1904, 3,446.

Little Rock, Arkansas Methodist. Anderson & Millar, pub. Actual average 1903, 10,000.

CALIFORNIA.

Fresno, Morning Republican, daily. Aver. 1904, 6,415. LaCoste & Maxwell, N. Y. & Chicago.

Mountain View, Signs of the Times. Actual weekly average for 1904, 27,108.

San Francisco, Call, d'y and S'y. J. D. Spreckels. Actual daily average for year ending Dec., 1904, 62,232; Sunday, 87,947.

COLORADO.

Denver, Clay's Review, weekly; Perry A. Clay. Actual average for 1904, 10,926 (*).

Denver, Post, daily. Post Printing and Publishing Co. Average for 1904, 44,577. Average for March, 1905, 47,556. Gain, 3,279.

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT.

Meriden, Morning Record and Republican. daily average for 1904, 7,559.

New Haven, Evening Register, daily. Actual av. for 1904, 13,618; Sunday, 11,107.

New Haven, Palladium, daily. Average for 1904, 7,957. E. Katz, Special Agent, N. Y.

New Haven, Union. Av. 1904, 16,076. E. Katz, Special Agent, N. Y.

New London, Day, ev'g. Aver. 1904, 5,855. First 3 mos. 1905, 6,956. E. Katz, Spec. Ad. Agt., N. Y.

Norwich, Bulletin, morning. Average for 1903 4,988; for 1904, 5,550; now 5,546.

Norwalk, Evening Hour. Daily average year ending Dec., 1904, 3,217 (*).

Waterbury, Republican, dy. Aver. for 1904, 5,770. La Coste & Maxwell Spec. Agents, N. Y.

DELAWARE.

Wilmington, Every Evening. Average guaranteed circulation for 1904, 11,460.

Wilmington, Morning News. Only morning paper in State. Three mos. end, Dec., 1904, 10,074.

DISTRICT OF COLUMBIA.

Washington, Evening Star, daily and Sunday. Daily average for 1904, 55,508 (©©).

FLORIDA.

Jacksonville, Metropolis, d'y Av. 1904, 5,760. E. Katz, Sp. Ag., N. Y.

GEORGIA.

Atlanta, Journal, dy. Av. 1904, 43,633. April, 1905, 46,084. S'y. 46,674. Semi-weekly 45,567.

Atlanta, News. Actual daily average 1904, 24,230. S. C. Beckwith, Sp. Ag., N. Y. & Chi.

Augusta, Chronicle. Only morning paper. 1904 average, daily 5,661; Sunday 7,450.

IDAH0.

Boise, Evening Capital News. Daily average 1904, 3,296; average February, 1905, 4,580. Actual circulation March 1, 1905, 4,815.

ILLINOIS.

Calto, Bulletin. Daily and Sunday average 1904, 1,945, April, 1905, 2,220.

Calto, Citizen. Daily Average 1904, 1,196, weekly, 1,127.

Champaign, News. First 3 mos. 1904, no issue of daily less than 2,500; weekly, 3,500.

Chicago, Bakers' Helper, monthly (\$2.00). Bakers' Helper Co. Average for 1904, 4,100 (©©).

Chicago, Breeders' Gazette, stock farm, weekly. Sanders Pub. Co. Actual average for 1905, 67,890; 1904, 67,757.

Chicago, Farmers' Voice. Actual weekly average year ending December, 1904, 25,052 (*).

Chicago, Grain Dealers Journal, 5 mo. Grain Dealers Company. Av. for 1904, 4,926 (©©).

Chicago, Gregg Writer, monthly. Shorthand and Typewriting. Actual average 1904, 18,750.

Chicago, National Harness Review, mo. Av. for 1903, 5,291. First 3 mos. 1905, 6,350.



Chicago. Record-Herald. Average 1904, daily 145,761, Sunday 199,490. Average Jan. and Feb., 1905, daily 145,821, Sunday 202,098.

Kewanee. Star-Courier. Av. for 1904, daily 8,290, wy. 1,272. Daily 1st 6 mos. '04, 8,296.

La Salle. Ray-Promien, Polish, weekly. Average 1905, 1,865.

Peoria. Star, evenings and Sunday morning. Actual average for 1904, d'y 21,528, S'y 9,951.

INDIANA.

Evansville. Courier, daily and S. Courier Co., pub. Act. av. '03, 12,615 (3d). Sworn av. '04, 12,684. Smith & Thompson, Sp. Rep., N. Y. & Chicago.

Evansville. Journal-News. Av. 1903, d'y 18,852, for '04, 14,050. E. Katz, S. A., N. Y.

Indianapolis. Star. Av. net sales 1904 (all returns and unsold copies deducted), 88,274 (*).

Marion. Leader, daily. W. B. Westlake, pub. Actual average for year 1904, 5,655.

Notre Dame. The Ave Maria, Catholic weekly. Actual net average for 1904, 28,815.

Richmond. Sun-Telegram. Sworn av. 1904, dp. 8,761.

South Bend. Tribune. Sworn daily average 1904, 6,529. Sworn average for March, 6,984.

Terre Haute. Star. Av. net sales 1904 (all returns and unsold copies deducted), 21,288 (*).

INDIAN TERRITORY.

Ardmore. Ardmoreite, daily and weekly. Average for 1904, dy. 2,068; wy., 8,291.

IOWA.

Davenport. Democrat and Leader. Largest guar. city circ'n. Sworn aver. April, 1905, 7,550.

Davenport. Times. Daily over. 1904, 9,295. Daily aver. April, 1905, 10,422. Cir. guar. greater than all other Davenport dailies combined.

Des Moines. Capital, daily. Lafayette Young publisher. Actual average sold 1904, 26,852. Present circulation over 39,000.

City circulation guaranteed largest in Des Moines. Carries more department store advertising than all other papers combined. Carries more advertising in six issues a week than any competitor in seven.

Des Moines. News, daily. Actual average for 1904, 43,620. B. D. Butler, N. Y. and Chicago.

Des Moines. Wallace & Farmer, wy. Est. 1879. Actual average for 1904, 26,811.

Muscatine. Journal. Daily av. 1904, 5,240. Tri-weekly 5,659, daily, March, 1905, 5,452.

Ottumwa. Courier. Daily average for December, 1904, 5,192. Tri-weekly average for December, 1904, 7,975.

Sioux City. Journal. Dy. av. for 1904 (sworn) 21,784 av. for Dec., 1904, 25,508. Records always open. More readers in its field than of all other daily papers combined.

Sioux City. Tribune, Evening. Net sworn daily, average 1904, 20,678; Mar., 1905, 22,708.

KANSAS.

Hutchinson. News. Daily 1904, 2,964. E. Katz, Agent, New York.

Topeka. Western School Journal, educational monthly. Average for 1904, 7,808.

KENTUCKY.

Harrodsburg. Democrat. Best wy.; best sec. Ky.; best results to adv. Proven av. cir. 5,532.

Lexington. Leader. Av. '04, avg. 4,041, Sun. 5,597, Mar. '05, avg. 4,652. E. Katz, Spec. Agt.

Louisville. Evening Post, dy. Evening Post Co., pub. Actual average for 1905, 26,964.

Paducah. News-Democrat. Daily net av. 1905, 2,904. For ending Dec. 31, 1904, 3,008.

Paducah. The Sun. Average for February, 1905, 3,478.

LOUISIANA.

New Orleans. The Southern Buck, official organ of Kludom in La. and Miss. Av. '04, 4,816.

MAINE.

Augusta. Comfort, mo. W. R. Gannett, pub. Actual average for 1904, 1,269,841.

Bangor. Commercial. Average for 1904, daily 8,991, weekly 28,837.

Dover. Piscataquis Observer. Actual weekly average 1904, 1,918.

Leviston. Evening Journal, daily. Av. for 1904, 7,524 (C), weekly 17,450 (C).

Phillips. Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1904, 2,180.

Portland. Evening Express. Average for 1904, daily 12,166. Sunday Telegram, 8,476.

MARYLAND.

Baltimore. News, daily. Evening News Publishing Company. Average 1904, 55,784. For April, 1905, 61,689.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Bowdell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully converts its accuracy.

MASSACHUSETTS.

Boston. Globe. Average for 1904, daily, 198,705, Sunday, 293,568. "Largest Circulation Daily of any two cent paper in the United States. 100,000 more circulation than any other Sunday paper in New England." Advertisements go in morning and afternoon editions for one price.

APRIL, 1905.

	DAILY.	SUNDAY.
1.....	201,613	
2.....	198,640	319,786
3.....	196,675	
4.....	196,190	
5.....	197,500	
6.....	197,500	
7.....	193,919	
8.....		315,415
9.....	196,558	
10.....	196,387	
11.....	196,054	
12.....	195,843	
13.....	196,272	
14.....	197,504	
15.....		312,005
16.....	195,944	
17.....	195,545	
18.....	Holiday.	
19.....	208,450	
20.....	194,014	
21.....	196,441	311,751
22.....	193,559	
23.....	193,034	
24.....	193,833	
25.....	193,894	
26.....	194,606	
27.....	196,111	311,627
28.....		
29.....		
30.....		
Total	4,785,512	1,562,674

Daily Average, - 196,888
Sunday Average, 312,535

The absolute correctness of the latest circulation rating accorded the Boston Globe is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully converts its accuracy.

Perfect copies printed for sale.
 CHAS. H. TAYLOR, JR.,
 Business Manager.
 May 1, 1905.

Boston, Evening Transcript(©)(412). Boston's tea table paper. Largest amount of week day adv.

Boston, Post. Average for 1905, daily, 178,308; for 1904, 211,221. **Boston Sunday Post**, average for 1905, 160,421; for 1904, 177,664. Largest daily circulation for 1904 in all New England, whether morning or evening or morning and evening editions combined. Second largest Sunday circulation in New England. Daily rate, 20 cents per agate line, flat, run-off paper; Sunday rate, 15 cents per line. The best advertising propositions in New England.

Boston, Traveler. Est. 1824. Actual daily av. 1905, 78,352. In 1903, 76,666. For 1904, average daily circulation, 81,085 copies. Repr.: Smith & Thompson. N. Y. and Chicago.

North Adams, Transcript, even. Daily aver. printed 1904, 5,895. Last 3 mos., 1904, 6,166.

Springfield, Good Housekeeping, mo. Average first 3 mos. 1905, 208,420. No issue less than 200,000. All advertisements guaranteed.

Worcester, Evening Post, daily. Worcester Post Co. Average for 1904, 12,617.

Worcester, L'Opinion Publique, daily (©). Average 1904, 4,752. Only French paper in United States on Roll of Honor.

MICHIGAN.

Adrian, Telegram, dy. D. W. Grandon. Av for 1904, 4,164. Aver. for January, 1905, 4,847.

Flint, Michigan Daily Journal. Aver. yearend. Dec. 31, '04, 6,512 (*). Av. for Dec 7, 282 (*).

Grand Rapids, Evening Press dy. Average 1904, 44,807. Average 3 mos. 1905, 45,916.

Grand Rapids, Herald. Average daily issue last six months of 1904, 28,661. Only morning and only Sunday paper in its field, Grand Rapids (pop. 100,000) and Western Michigan (pop. 750,000).

Jackson, Press and Patriot. Actual daily average for 1904, 6,605. Av. Mar., 1905, 7,232.

Kalamazoo, Evening Telegraph. Last six mos. 1904, dy. 9,812. Dec. 10, 086, s.e. 9,511.

Kalamazoo, Gazette, daily. 1904, 10,811. Dec 11, 087. Largest circulation by 4,600.

Saginaw, Courier-Herald, daily. Sunday Average 1904, 10,255; February, 1905, 11,040.

Saginaw, Evening News, daily. Average for 1904, 14,216. March, 1905, 15,266.

MINNESOTA.

Minneapolis, Svenska Amerikanska Posten. Svan J. Turnblad, pub. 1904, 52,068.

Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. 1904, daily average, 57,929; last quarter of 1904 was 92,222; Sunday 71,421. Daily average for April, 1905, was 92,528 net: Sunday, 78,528.

CIRCULATION The Evening Tribune is guaranteed to have a larger circulation than any other Minneapolis newspaper's evening edition. The carrier-delivery of the daily Tribune in Minneapolis is many thousands greater than that of any other newspaper. The city circulation alone exceeds 40,000 daily. The Tribune is the recognized Want Ad paper of Minneapolis.

The Minneapolis Tribune has purchased from the Globe Company the entire circulation of the St. Paul Globe, daily and Sunday. The latter paper retired from business April 30th. This throws the Tribune circulation away above the 100,000 mark.

Minneapolis, Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1904, 56,814.

St. Paul, Dispatch, dy. Aver. 1904, 58,086. January, 1905, 59,501. **ST. PAUL'S LEADING NEWSPAPER**. W'y aver. 1904, 73,951.

BOSTON POST'S BANNER APRIL

DAILY AVERAGES

1905

Apr. 224,532

Mar. 221,371

Feb. . . 217,792

Jan. . . . 211,666

☞ A gain every month and in three months a daily gain of **12,866**

Sunday Averages

Apr. 191,367

Mar. . 191,163

Feb. . . 185,231

Jan. . . . 180,535

☞ A gain every month and in three months a Sunday gain of **10,832**

☞ April, 1905, was the largest month as to circulation in the history of the Boston Post, both Daily and Sunday.



Minneapolis, Farm, Stock and Home, semi-monthly. Actual average 1903, 75,954. Actual average 1904, 79,750.



The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

Minneapolis, Journal, daily. Journal Printing Co. Aves. For 1903, 57,039; 1904, 64,555; January, 1905, 67,598. Feb., 1905, 67,565.



The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

St. Paul, News, daily. Actual average for 1904, 86,204. B. D. Butler, N. Y. and Chicago.

St. Paul, Pioneer-Press, Daily average for 1904 85,090, Sunday 50,484.

St. Paul, The Farmer, a-mo. Rate, 35c. per line, with discounts. Circulation for year ending Dec., 1904, 88,487.

St. Paul, Volkszeitung. Actual average 1904 dy. 12,685, ry. 28,657. Sonntagsblatt 28,640.

MISSOURI.

Clinton, Republican. W'y ar. last 6 mos. 1904, 8,510. D'y. est. Apr., '04; ar. last 6 mos. '04, 900.

Jeppin, Globe, daily Average 1904, 12,946. E. Katz, Special Agent, N.Y.

Kansas City, Journal, d'y and w'y. Average for 1904, daily 64,114, weekly 199,590.

Kansas City, World, daily. Actual average for 1904, 61,478. B. D. Butler, N. Y. & Chicago.

St. Joseph, News and Press. Act. daily aver. for 1904, 55,057. Smith & Thompson, East. Rep.

St. Louis, National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1904, 8,030 (60). Eastern office, 50 Maiden Lane.

St. Louis, National Farmer and Stock Grower, monthly. Average for 1902, 68,588; average for 1903, 106,625; average for 1904, 104,750.

St. Louis, The Woman's Magazine, monthly. Women and home, Lewis Pub. Co. Proven average for 1903, 1,345,511. Actual proven average for past 12 months 1,611,925. Every issue guaranteed to exceed 1,500,000 copies—full count. Largest circulation of any publication in the world.

MONTANA.

Butte, American Labor Union Journal, weekly. Average 1903, 20,549 general circulation.

NEBRASKA.

Lincoln, Daily Star, evening and Sunday morning. Actual average for 1904, 15,259. For March, 1905, 16,862. Only Nebraska paper that has the Guarantee Star.

Lincoln, Deutsch-Amerikan Farmer, weekly. Average year ending January, 1905, 146,567.

Lincoln, Freie Press, weekly. Actual average for year ending January, 1905, 149,251.

Lincoln, Journal and News. Daily average 1904, 26,588; February average 28,055.

Omaha, Den Danske Pioneer, w'y. Sophus F. Nebel Pub. Co. Average for 1904, 31,628.

Omaha, News, daily. Actual average for 1904, 41,759. B. D. Butler, New York and Chicago.

NEW HAMPSHIRE.

Nashua, Telegraph, dy. and w'y. Daily aver. 6 mos. to April, '05, 3,369, sworn.

NEW JERSEY.

Camden, Daily Courier. Est. 1876. Net aver. circulation for 4 mos. end. Dec. 31, 1904, 8,687.

Jersey City, Evening Journal. Average for 1904, 21,106. First 3 mos. 1905, 23,689.

Newark, Evening News. Evening News Pub. Co. Av. for March, 1905, 61,405.

Newmarket, Advertiser's Guide, mo. Stanley Day, publisher. Average for 1904, 5,062.

Washington, Star, w'y. Sworn av. '03, 8,759. Sworn aver. '04, 8,951. More actual subs. than any five other Warren Co. papers.

NEW YORK.

Albany, Journal, evening, Journal Co. Daily average for 1904, 18,228.

Albany, Times-Union, every evening. Est. 1856. Av. for '04, 80,487; Jan., Feb., & Mar., '05, 88,594.

Batavia, News, evening. Average 1903, 6,437. Average 1904, 6,757.

Buffalo, Courier, morn. Av. 1904, Sunday 79,882; daily 50,546; Enquirer, even., 52,702.

Buffalo, Evening News. Daily average 1904, 88,457.

Catskill, Recorder, weekly. Harry Hall, editor. 1904 av., 5,656. Av. December, 3,751.

Certland, Democrat, Fridays. Est. 1840. Aver. 1904, 2,296. Only Dem. paper in county.

Corning, Leader, evening. Average, 1904, 6,288. First quarter 1905, 6,425.

Lyons, Republican, established 1821. Chas. H. Betts, editor and prop. Circulation 1903, 2,521.

Mount Vernon, Daily Argus. Average 1904, 2,915. Westchester County's leading paper.

Newburgh, News, daily. Av. for 1904, 4,722, 3,000 more than all other Newburgh papers combined.

New York City.

Army & Navy Journal. Est. 1863. Actual weekly average for 52 issues, 1904, 9,371 (60). Only Military paper awarded "Gold Marks."

Baker's Review monthly. W. R. Gregory Co., publishers. Actual average for 1904, 4,900.

Benziger's magazine, family monthly. Benziger Brothers, Average for 1904, 57,025, present circulation, 50,000.

Cipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Aver. for 1904, 25,663 (60).

El Comercio, mo. Spanish export. J. Shep and Clark Co. Average for 1904, 7,292.

Haberdasher, mo. est. 1881. Actual average for 1904, 7,000. Binders' affidavit and Post Office receipts distributed monthly to advertisers.

Hardware Dealers' Magazine, monthly. In 1904, average issue, 12,500 (60). D. T. MALLETT, Pub., 263 Broadway.

Leslie's Weekly. Actual aver. year end. Aug. 1904, 69,077 (30). Pres. av. over 75,000 weekly.

Leslie's Monthly Magazine, New York. Average circulation for the past 12 months, 243,946. Present average circulation 200,169.

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1903, **11,001.** Actual weekly average for 1904, **14,918.** Actual gain over 1903, **3,917.**

Music Trade Review. music trade and art weekly. Average for 1904, 5,509.

National Provisioner. weekly. Packing houses, butchers, cotton seed oil, etc. 1904 av. cir. 6,801.

Pocket List of Railroad Officials. gly. Railr'd & Transp. Av. 1903, 17,992; 1904, 19,547.

The People's Home Journal. 525,166 monthly, Good Literature, 452,353 monthly, average circulations for 1904—all to paid-in-advance subscribers. F. M. Lupton, Publisher.

The Wall Street Journal. Dow, Jones & Co. publishers. Daily average 1904, 11,085.

The World. Actual aver. for 1904, Morn., 302,885, Evening, 579,755, Sunday, 458,484.

Rochester. Case and Comment, mo. Law. Av. for 1904, 30,000; 5 years' average, 30,108.

Schenectady. Gazette, daily. A. N. Idetty. Actual average for 1903, 11,632, 1904, 12,574.

Syracuse. Evening Herald, daily. Herald Co. pub. Av. 1904, daily 55,648, Sunday 59,161.

Utica. National Electrical Contractor, mo. Average for 1904, 2,625.

Utica. Press, daily. Otto A. Meyer, publisher. Average for 1904, 14,379.

NORTH CAROLINA.

Charlotte. Observer. North Carolina's foremost newspaper. Actual daily aver. 1904, 6,148; Sunday, 8,408, semi-weekly, 4,496.

Raleigh. Biblical Recorder, weekly. Average 1903, 8,872. Average 1904, 9,756.

NORTH DAKOTA.

Grand Forks. Herald, dy. av. for yr. end, Feb., '05, 6,196. Will guar. 6,000 for yr. N. Dakota's BIGGEST DAILY. La Coste & Maxwell, N.Y. Rep.

OHIO.

Akron. Beacon Journal. Average year ending March, 1905, 10,107. N. Y., 523 Temple Court.

Cleveland. Plain Dealer. Est. 1841. Actual daily average 1904, 79,460; Sunday 68,198. Apr., 1905, 81,562 daily; Sunday, 72,110.

Washington Court House. Fayette Co. Record, weekly. Actual average 1904, 1,710.

Youngstown. Vindicator. D'y av. '04, 12,020. LaCoste & Maxwell, N.Y. & Chicago.

Zanesville. Signal, daily, reaches S. E. Ohio. Guarantees 5,000. Average for 1904, 5,170.

Zanesville. Times-Recorder. Sworn average 1905, 10,355. Guaranteed double nearest competitor and 50% in excess combined competitors.

OKLAHOMA.

Guthrie. Oklahoma Farmer, weekly. Actual average 1904, 58,895.

Guthrie. Oklahoma State Capital, dy. and wr. Aver. for 1904, daily 20,542; weekly 37,459. N. M. Sheffield, N. Y. and Chicago, Sp. Rep.

Oklahoma City. The Oklahoman. 1904 aver., 8,104; March, '05, 10,794. E. Katz, Agent, N.Y.

OREGON.

Portland. Oregon Daily Journal. Actual average for March, 20,054; actual average during 1904, 15,204.

PENNSYLVANIA.

Chester. Times, ev'g d'y. Average 1904, 7,929. N. Y. office, 230 B'way. F. R. Northrup, Mgr.

Erie. People, weekly. Aug. Klenke, Mgr. Average 1905, 3,025.

Erie. Times, daily. Aver. for 1904, 14,257. Mar., 1905, 15,165. E. Katz, Sp. Ag., N. Y.

Harrisburg. Telegraph. Dy. sworn av. Dec. '04, 11,726. Largest circn. in Harrisburg quart'd.

Philadelphia. American Medicine, wy. Av. for 1902, 19,237. Av. March 1903, 16,827.

Philadelphia. German Daily Gazette. Aver. circulation 1904, daily 49,042, Sunday 87,898. Sworn statement. Cfr. books open.

"In Philadelphia Nearly Everybody Reads The Bulletin"

Philadelphia. FARM JOURNAL, monthly. Wilmer Atkinson Company, publishers. Average for 1904, 598,880. *Printers' Ink* awarded the seventh Sugar Bowl to Farm Journal with this inscription:



"Awarded June 25th, 1905, by 'Printers' Ink,' The Little Schoolmaster' in the Art of Advertising to the Farm Journal. After a canvassing of merits extending over a period of half a year, that paper, among all those published in the United States, has been pronounced the one that best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them through its advertising columns."

The Evening Telegraph

READ EVERYWHERE IN PHILADELPHIA.

April Circulation

The following statement shows the actual circulation of THE EVENING TELEGRAPH for each day in the month of April, 1905:

1.....	155,814	16.....	Sunday
2.....	Sunday	17.....	162,580
3.....	156,703	18.....	163,657
4.....	156,141	19.....	165,640
5.....	156,064	20.....	162,157
6.....	160,310	21.....	159,172
7.....	158,301	22.....	170,936
8.....	162,728	23.....	Sunday
9.....	Sunday	24.....	165,438
10.....	162,167	25.....	165,492
11.....	161,974	26.....	164,115
12.....	162,094	27.....	164,489
13.....	161,233	28.....	164,297
14.....	164,287	29.....	170,493
15.....	167,551	30.....	Sunday

Total for 35 days 4,068,441 copies.
NET AVERAGE FOR APRIL

162,498 copies per day

BARCLAY H. WARBURTON, President.

Philadelphia, Press. Daily average year ending Dec. 31, 1904, 118,242 net copies sold.

Philadelphia. Sunday School Times, weekly. Average for 1904, 92,518. Send for rates to The Religious Press Association, Philadelphia.

Philadelphia. The Grocery World. Actual average for 1904, 11,764.

Pittsburg. Labor World, wy. Av. 1904, 22,618. Reaches best paid class of workmen in U.S.

Pottsville. Evening Chronicle. Official county organ. Daily average 1904, 6,757.

West Chester. Local News, daily. W. H. Hodgson. Average for 1903 15,168.

Williamsport. Grit. America's Greatest Weekly. Net paid average 1904, 198,758. Smith & Thompson, Repts., New York and Chicago.

York. Dispatch, daily. Average for 1904, 8,974. Enters two-thirds of York homes.

RHODE ISLAND.

Pawtucket. Evening Times. Average daily for 1904, 16,550 sworn.


Providence. Daily Journal, 17,290 (©©). Sunday, 20,436 (©©). Evening Bulletin 27,526 average 1904. Providence Journal Co. pub.

Westerly. Fan. Geo. H. Utter, pub. Average 1904, 4,480. Only daily in So. Rhode Island.

SOUTH CAROLINA.

Charleston. Evening Post. Actual dy. aver. for first 3 months 1904 4,110. Apr. 4,458.

Columbia. State. Actual average for 1904, daily 8,164 copies, (©©) per issue; semi-weekly 2,251, Sunday 9,417 (©©). Act. aver. for last six months of 1904, daily 8,626; Sunday 9,912.


 The absolute correctness of the latest circulation rating accorded the Columbia State is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

TENNESSEE.

Chattanooga. Crabtree's Weekly Press. Average November and December, 47,044 (K).

Knoxville. Sentinel. Av. '04, 11,482. Led nearest competitor 11,000 in advertising, '04, 6 days vs. 7.

Knoxville. Journal and Tribune. Actual daily average for year ending January 31, 1905, 15,060 (K); weekly average for 1904, 14,518.

 The absolute correctness of the latest circulation statement issued by the Daily Journal and Tribune is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Memphis. Commercial Appeal, daily, Sunday, weekly. Average 1904, daily 28,965. Sunday 47,002. weekly 86,240 (W4). Smith & Thompson, Representatives N. Y. & Chicago.

Nashville. Banner, daily. Aver. for year 1903, 18,772; for 1904, 20,708. Only Nashville daily eligible to Roll of Honor.

TEXAS.

Denton. Record and Chronicle, Daily av. 1904, 816. Weekly av., 2,775. The daily and weekly reach nearly 80 per cent of the tax paying families of Denton county.

El Paso. Herald. Dy. av. 1904, 4,211; Dec., 1904, 4,485. Merchants' canvass showed Herald in 80 per cent of El Paso homes. Only El Paso daily paper eligible to Roll of Honor.

Paris. Advocate, dy. W. N. Furey, pub. Actual average, 1903, 1,527; 1904, 1,531.

VERMONT.


Barre. Times, daily. F. E. Langley. Aver. 1904, 2,161.

Burlington. Daily News, evening. Actual daily average 1904, 6,018; last 6 mos., 6,625; last 3 mos., 7,024; last month, 7,547.

VIRGINIA.

Norfolk. Dispatch, daily. Circulation, 1904, 9,400; Jan., 1905, 9,558; Feb., 10,645; March, 10,808.

Richmond. News Leader, afternoons. Actual daily average 1904, 28,575 (see American Newspaper Directory). It has no equal in pulling power between Washington and Atlanta.

 **Richmond.** Times-Dispatch, morning. Actual daily average year ending December, 1904, 20,172. High price circulation with no waste or duplication. In ninety per cent of Richmond homes. The State paper.

WASHINGTON.

Seattle. Times. Actual aver. circulation Oct. Nov. and Dec., 1904, 37,090 daily, 45,450 Sunday. By far largest daily and Sunday in State.

Tacoma. Ledger. Dy. av. 1904, 14,564; Sy., 18,475; wy., 9,524. Aver. 4 mos., ending Jan. 31, 1905, Daily, 14,696; Sunday, 19,518.

WEST VIRGINIA.

Parkersburg. Sentinel, daily. R. E. Hornor, pub. Average for 1904, 2,620 (104).


Wheeling. News. Daily paid circ'n 9,707. Sunday paid circ'n 10,529. For 12 months up to April 1, 1904. Guarantees a paid circulation equal to any other two Wheeling papers combined.

WISCONSIN.

Milwaukee. Evening Wisconsin, dy. Av. 1904, 26,201; February, 1905, 27,514 (©©).

Milwaukee. Journal, daily. Journal Co., pub. Tr., end. Dec., 1904, 27,170 Mar., 1905, 28,818.

Oshkosh. Northwestern, daily. Average for 1904, 7,251. December, 1904, 7,426.

 **Wisconsin.** Agriculturist, Racine, Wis., Weekly. Estab. 1871. The only Wisconsin paper whose circulation is guaranteed by the American Newspaper Directory. Actual average for 1903, 22,181; for 1904, 27,254; for year ended March 30, 1905, 28,950. N. Y. Office. Temple Court. W. C. Richardson, Mgr.

WYOMING.

Cheyenne. Tribune. Actual daily average for 1904, 8,956.

Rock Springs. Independent. Weekly average for 1903, 1,055. First eight months 1904, 1,582.

BRITISH COLUMBIA.

Vancouver. Province, daily. W. C. Nichol, publisher. Average for 1904, 7,426; average for March, 1905, 8,575.

MANITOBA, CAN.

Winnipeg. Free Press, daily and weekly. Average for 1904, daily, 25,695; weekly, 15,801. Daily, March, 1905, 28,555.

Winnipeg. Der Nordwesten, Western Canada's German newspaper, covers "the entire German speaking population—its exclusive field. Average for 12 months ending June 30, 1904, 10,795.

NEW BRUNSWICK, CAN.

St. John. Star. Actual daily average for October, November, December, 1904, 6,091.

NOVA SCOTIA, CAN.

Halifax. Herald (©©) and Evening Mail. Sworn circulation exceeds 16,000. Flat rate.

ONTARIO, CAN.

Toronto. Canadian Implement and Vehicle Trade, monthly. Average for 1904, 6,000.

Toronto. Evening Telegram. Daily, aver. 1904, 21,584. Perry Lukens, Jr., N.Y. Rep.

Toronto, Star, daily. *Scorn average circulation for March 1905, 29,021. Largest circulation of any evening paper published in Ontario.*

Toronto, The News, *Average for four months ending February 28, 1905, 27,711 daily. Certified by The Advertisers Bureau of Circulation Examinations. The largest circulation of any evening paper published in Ontario.*

QUEBEC. CAN.

Montreal, Herald, daily. Est. 1808. *Actual aver. daily 1904, 22,850; weekly, 18,826.*

Montreal, Journal of Agriculture and Horticulture. Semi-monthly. *Average 1904, 61,427.*

Montreal, La Presse. La Presse Pub. Co., Ltd., publishers. *Actual average 1904, daily, 80,259; Av. Mar., '05, 95,826. Sat., 115,292.*

Montreal, Le Canada. *Actual average 1904—daily, 19,387; weekly, 18,757.*

Montreal, Star, dv. & wy. Graham & Co. Av. for '03, dy. 55,127, wy. 122,269. Av. for 1904, dy. 56,795, wy. 125,240.

(◎◎) GOLD MARK PAPERS (◎◎)

(◎◎) Advertisers value these papers more for the class and quality of their circulation than for the mere number of copies printed. Among the old chemists gold was symbolically represented by the sign ◎.—*Webster's Dictionary.*

Out of a grand total of 23,385 publications listed in the 1904 issue of Rowell's American Newspaper Directory, one hundred and nine are distinguished from all the others by the so-called gold marks (◎◎), the meaning of which is explained above.

Announcements under this classification, from publications having the gold marks in the Directory, cost 20 cents per line per week, two lines (the smallest advertisement accepted) cost \$30.80 for a full year, 10 per cent discount, or \$18.72 per year spot cash, if paid wholly in advance.

WASHINGTON, D. C.

THE EVENING STAR (◎◎), Washington, D. C. Reaches 90% of the Washington homes.

ILLINOIS.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

BAKERS' HELPER, (◎◎). Chicago, only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

MASSACHUSETTS.

BOSTON PILOT (◎◎), every Saturday. Roman Catholic. Patrick M. Donahoe, manager.

BOSTON EVENING TRANSCRIPT (◎◎), established 1830. The only gold mark daily in Boston.

MICHIGAN.

Grand Rapids, Furniture Record (◎◎). Only national paper in its field.

MINNESOTA.

THE NORTHWESTERN MILLER (◎◎) Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

NEW YORK.

THE POST EXPRESS (◎◎). Rochester, N. Y. Best advertising medium in this section.

ENGINEERING NEWS (◎◎).—The leading paper in the engineering world.—*Herald, Syracuse.*

VOGUE (◎◎), the authority on fashions. Ten cents a copy; \$4 a year. 364 5th Ave., New York.

HARDWARE DEALERS' MAGAZINE.

In 1904, average issue, 17,500 (◎◎).
D. T. MALLETT, Pub., 255 Broadway, N. Y.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the New York HERALD first.

ELECTRICAL WORLD AND ENGINEER (◎◎), established 1874; covers foreign and domestic electrical purchasers; largest weekly circulation.

THE NEW YORK TIMES (◎◎). Times Square, with "All the news that's fit to print," has greatly increased in advertising and circulation since entering its new home. More than 100,000 copies daily in the Metropolitan District; a quantity of quality.

BUFFALO COMMERCIAL (◎◎). Desirable because it always produces satisfactory results.

CENTURY MAGAZINE (◎◎). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

NEW YORK TRIBUNE (◎◎), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

OHIO.

CINCINNATI ENQUIRER (◎◎). Great—influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N.Y.-Chicago.

PENNSYLVANIA.

THE PITTSBURGH DISPATCH (◎◎), a home delivered circulation among those of all classes with money to buy.

THE PUBLIC LEDGER (◎◎), the only newspaper admitted into thousands of Philadelphia homes. "Philadelphia's landmarks: Independence Hall and Public Ledger." Circulation growing faster than for 50 years; leader in Financial, Educational, Book, Real Estate, Auction, and all other classified advertising that counts.

SOUTH CAROLINA.

THE STATE (◎◎), Columbia, S. C., reaches every part of South Carolina.

VIRGINIA.

NORFOLK LANDMARK (◎◎) the recognized medium in its territory for investors and buyers. Holds certificate from the Association of American Advertisers of bona fide circulation. If you are interested, ask to see voluntary letters from advertisers who have gotten splendid results from LANDMARK.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (◎◎), one of the Golden Domes Newspapers.

CANADA.

THE HALIFAX HERALD (◎◎) and the **EVENING MAIL**. Circulation exceeds 10,000, flat rate.

THE TORONTO GLOBE (◎◎)

2½ larger circulation than any other morning paper in Canada. U. S. representatives, BRIGHT & VEREE, Tribune Bldg., N. Y.; Boyce Bldg. Chicago.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading, from papers of the requisite grade and class, cost twenty cents per line per week. Under a YEARLY contract, two lines (the smallest advertisement accepted) cost \$20.80 for a full year, ten per cent discount, or \$18.72 spot cash, if paid wholly in advance.

CALIFORNIA.

THE TIMES prints more "Want" and other classified advertisements than the other five newspapers in Los Angeles combined. It is the medium for the exchange of commercial intelligence throughout the whole Southwest.

Rate—ONE CENT A WORD FOR EACH INSERTION; minimum charge 25 cents. Sworn daily average for year 1904, 37,702 copies. Sunday circulation regularly exceeds 61,000 copies.

COLORADO.

THE Denver Post, Sunday edition, April 30, 1905, contained 7,441 different classified ads, a total of 139 2-10 columns. The Post is the big Want medium of the Rocky Mountain region. The rate for Want advertising in the Post is 5c. per line each insertion, seven words to the line.

CONNECTICUT.

MERIDEN, Conn., RECORD covers field of 50,000 population; working people are skilled mechanics. Classified rate, cent a word a day, five cents a word a week. "Agents Wanted," etc., half cent a word a day.

DELAWARE.

IN Delaware the only daily paper that guarantees circulation is "Every Evening." It carries more classified advertising than all the other Wilmington papers combined.

DISTRICT OF COLUMBIA.

THE EVENING and SUNDAY STAR, Washington, D. C. (C.), carries DOUBLE the number of WANT ADS of any other paper. Rate 1c. a word.

ILLINOIS.

PEORIA (Ill.) JOURNAL reaches over 13,000 of the prosperous people of Central Illinois. Rate, one cent per word each issue.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the DAILY NEWS," says the Post-office Review, and that's why the DAILY NEWS is Chicago's "want ad" directory.

INDIANA.

THE Indianapolis News during the year 1904 printed 125,337 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 273,730 separate paid Want ads during that time.

THE Star League, composed of Indianapolis STAR, Muncie STAR and Terre Haute STAR, general offices, Indianapolis. Rate in each, one cent per word; combined rate, two cents per word.

THE Terre Haute STAR carries more Want ads than any other Terre Haute paper. Rate, one cent per word.

THE Indianapolis STAR is the Want ad medium of Indianapolis. It printed during the year of 1904 591,315 lines of Want ads. During the month of December the STAR printed 17,355 lines of classified financial advertising. This is 4,275 lines more than published by any other Indianapolis newspaper for the same period. The News in December, 1904, printed 13,000 lines; the Sentinel 4,516 lines, and the Sun 2,530 lines. The Indianapolis STAR accepts no classified advertising free. The rate is one cent per word.

THE Muncie STAR is the recognized Want ad medium of Muncie. It prints four times as much classified advertising daily as all other Muncie dailies combined.

THE MARION LEADER is recognized as the best result getter for Want ads.

IOWA.

THE Des Moines CAPITAL guarantees the largest circulation in the city of Des Moines of any daily newspaper. It is the want ad medium of Iowa. Rate, one cent a word. By the month, \$1 per line. It is published six evenings a week, Saturday the big day.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore NEWS carries more Want ads than any other Baltimore daily. It is the recognized Want ad medium of Baltimore.

MASSACHUSETTS.

25 CENTS for 30 words, 5 days. DAILY ENTERPRISE, Brockton, Mass., carries solid page Want ads. Circulation exceeds 10,000.

THE BOSTON EVENING TRANSCRIPT is the great resort guide for New Englanders. They expect to find all good places listed in its advertising columns.

THE BOSTON TRAVELER publishes more Want advertising than any other exclusively evening paper in its field, and every advertisement is paid for at the established rates.

BOSTON GLOBE, daily and Sunday, in 1904, carried 141,353 more "Want" ads than any other Boston paper. It printed a total of 417,228 classified advertisements, and every one of them was paid for at the regular card rate, and there were no trades, deals or discounts.

MICHIGAN.

SAGINAW COURIER-HERALD (daily), only Sunday paper; result getter; circulation in excess of 11,000; 1c. word; 5c. subsequent.

MINNESOTA.

THE Minneapolis JOURNAL carried over fifty-six per cent more Want ads during February, 1905, than any other Minneapolis daily. No free Wants and no objectionable Wants. Circulation 1903, 57,639; 1904, 64,333; January, 1905, 67,598; February, 1905, 67,363.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis and has been for many years. It is the oldest Minneapolis daily and has over 82,600 subscribers, which is 25,000 each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis, by many thousands, than any other evening paper. It publishes over 50 columns of Want advertisements every week at full price (average of two pages a day), no free ads; price covers both morning and evening issues. No other Minneapolis daily carries anywhere near the number of paid Want advertisements or the amount in volume.

The Minneapolis Tribune has purchased from the Globe Company the entire circulation of the St. Paul Globe, daily and Sunday. The latter paper retired from business April 30th. This throws the Tribune circulation away above the 100,000 mark.

THE ST. PAUL DISPATCH is the leading "Want" medium in the Northwest, read and relied upon by everybody in its city and territory; more paid circulation than the other St. Paul dailies combined; brings replies at smallest cost. Circulation 1904—58,536; now 59,501.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

THE Kansas City JOURNAL (every morning including Sunday), one of the recognized Want ad mediums of the United States; 21 to 35 columns paid Wants Sunday; 7 to 10 columns daily. Rate, 1 cent a word.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want Ad" medium; i. e. a word. Average circulation (1904), 11,359; Sunday, 13,756.

NEBRASKA.

LINCOLN JOURNAL AND NEWS, combined circulation over 27,000. Cent a word.

THE Lincoln DAILY STAR, the best "Want Ad" medium at Nebraska's capital. Guaranteed circulation exceeds 16,000 daily. Rates, 1 cent per word. Sunday Want ads receive extra insertion in Saturday afternoon edition if copy is received in time. **DAILY STAR**, Lincoln, Neb.

NEW JERSEY.

NEWARK, N. J. FREE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

ELIZABETH DAILY JOURNAL covers population of 95,000. Largest circulation. Brings results. Only "Want" medium. Cent a word.

NEW YORK.

THE POST-EXPRESS is the best afternoon Want ad medium in Rochester.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

IN Binghamton the **LEADER** carries largest patronage; hence pays best. **BECKWITH**, N. Y.

BUFFALO NEWS with over 27,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE TIMES-UNION, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 30 cents a line per issue flat; six words to a line. Sample copies, ten cents.

OHIO.

IN Zanesville the **TIMES-REORDER** prints twice as many Want Ads as all the other papers.

THE Zanesville SIGNAL reaches 64 towns in S. E. Ohio, also 68 rural routes; 15c. a word net.

YOUNGSTOWN VINDICATOR—Leading "Want" medium. 1c. per word. Largest circulation.

THE MANSFIELD NEWS publishes daily more Want ads than any other 30,000 population newspaper; 20 words or less 3 consecutive times or less, 25c.; one cent per each additional word.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 10,704. Publishes more Wants than any four Okla. competitors.

PENNSYLVANIA.

WILKES-BARRE (PA.) TIMES. Circulation over 11,000 daily. Classified rate, 5 cents a line.

THE Chester, Pa. **TIMES** carries from two to five times more classified ads than any other paper.

PHILADELPHIA:

THE BULLETIN.

Net paid daily average circulation for

April:

216,887 copies per day.

"In Philadelphia nearly everybody reads *The Bulletin*."

(See Roll of Honor.)

SOUTH CAROLINA.

THE Columbia STATE (☉☉) carries more Want ads than any other S. C. newspaper.

VERMONT.

THE Burlington DAILY NEWS is the popular paper and the Want medium of the city. Reaches twice as many people as any other and carries more Want ads. Absolutely necessary to any advertiser in Burlington territory.

VIRGINIA.

THE NEWS LEADER, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (28,575 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified advt., one cent a word per insertion, cash in advance; no advertisement counted as less than 25 words; no display.

WISCONSIN.

NO paper of its class carries as many Want ads as the **EVENING TELEGRAM**, of Superior, Wisconsin.

JANESVILLE GAZETTE, daily and weekly, reaches 6,500 subscribers in the million dollar Wisconsin tobacco belt, the richest section of the Northwest. Rates, Want Ads—daily, 3 lines 3 times, 25c.; weekly, 6c. line. Big results from little talk.

CANADA.

THE Halifax HERALD (☉☉) and the **MAIL—NOVA Scotia's** recognized Want ad mediums.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 85,500, Saturdays 105,000.) Carries more want ads than any French newspaper in the world.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE Toronto DAILY STAR is necessary to any advertiser who wants to cover the Toronto field. Carries more general advertising than any other Toronto paper. Sworn daily average circulation, March, 1905, 39,921.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The **FAMILY HERALD** and **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

A PARTICULAR feature of the Toronto **EVENING TELEGRAM's** classified advertisements is that they are all true to their headings; there are no fake, improper or doubtful advertisements accepted. This gives the public perfect confidence in them, and next to the large circulation is perhaps the greatest reason why they bring such splendid results to the advertisers.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in the Canadian Northwest combined. Moreover, the **FREE PRESS** carries a larger volume of general advertising than any other daily paper in the Dominion.

BRITISH COLUMBIA.

THE Victoria COLONIST covers the entire province of British Columbia (branch office in Vancouver). More "WANT" ads appear in the Sunday **COLONIST** than in any other paper west of Winnipeg. One cent a word each issue. Sample copies free.

"A Valuable M

For many years the *Boston Globe* has been one of the newspapers that make to Rowell's American Newspaper Directory. At one time during the early growth between General Taylor and Mr. Pulitzer that when they each had 50,000 circulation and it seemed as though 75,000 would be more impressive, so the statement was 100,000 would be better, and there was another postponement. When the 100,000 continued to do so with regularity ever since. General Taylor considers the when pretty certain to tell the truth, for in his business office, press and mailing rooms, many copies are sold and paid for. To make a false statement of circulation in the mailing room, every man in the circulation department and every clerk who enters a publisher who wishes to give the impression that his circulation is larger than it is he regards as the number of complete and perfect copies printed, but this amplifies any advertiser who wishes to know what is done with the copies. General Taylor on an entirely independent basis, connected in no way with any agency or publication. Asked whether he thought that a newspaper directory conducted on that basis had words, that it had both. Personally, he approves of that kind of newspaper directory, helpful to every publisher who maintains a policy of openness regarding circulation, conducted and maintained on that basis, will become to publishers and advertisers file directories are to the commercial world — *From an interview with General C. February 22, 1905.*

Rowell's American Newspaper Edition for 1905—The OUT MA

Publishers and advertisers will note the comment on Rowell's American Newspaper *Globe*. He believes in the mission of the Directory under its new policy and so continent who takes the occasion to familiarize himself with the purpose and end of consecutive publication. There is no greater power in the United States than its power to which American advertising has risen to-day. A directory that represents the mission, but it is welcomed as a necessity by both. Publishers and advertisers alike third of a century aimed to be the link of service between the two great factors in that promises to become of an even greater service in the near future.

This work is the source of information on Newspaper Statistics in the United States. Politicians and the Departments of the Government rely upon its statements as the which newspapers are published, population, railroads, local industries, newspapers and other Periodicals. It gives the Politics, Religion, Class, Nationality, etc. It gives the Publisher's name. It gives the Size of the Paper. It gives the Subscription Price. It gives the present, as well as for a series of years past, thus enabling an advertiser to determine in the body of the book with a circulation of over one thousand. It gives separate all Class Publications (Religious, Agricultural, Medical, Trade, in Foreign Languages) each State, showing towns in which there are newspapers with more than 100 circulation.

Solidly bound in green cloth and gold. Over 1,500 pages. Price, \$5.00 each.

Send order and make checks

CHAS. J. ZINGG, Manager, 10 Spruce Street

Moral Force."

pers the make complete, detailed statements of its circulation to advertisers and
the early growth of the *Globe* and the New York *World* there was an agreement
50,000 circulation the figures would be given to the public. This mark was reached,
statement was deferred. When 75,000 was reached, the two decided that an even
when the 100,000 mark was reached, however, the *Globe* made a statement, and has
siders that when a newspaper publisher makes an open circulation statement he is
larger than it really is, must maintain secrecy. The best definition of circulation
circulation reveals the publisher as a liar to every pressman, every employee in the
clerk who enters the amounts received for sales of papers. In self-protection, a
larger than it really is, must maintain secrecy. The best definition of circulation
at this amplified in the case of the Boston *Globe* by access to the sales books for
General Taylor was told that Rowell's American Newspaper Directory is now on
y or publication, having no patronage to give or any means of coercing publishers.
n that his had a chance to live and a purpose to serve, he replied, in no uncertain
newspaper directory, and regards it as a valuable moral force in newspaper publish-
regard circulation. He thinks that Rowell's American Newspaper Directory,
and advertisers of the same value and service which Dun's and Bradstreet's mercan-
with General Chas. H. Taylor of the Boston *Globe*, published in PRINTERS' INK for

American Newspaper Directory, Fifty-Third Year-- MAY 20th.

American Newspaper Directory by General Chas. H. Taylor, publisher of the Bos-
w policy and so does every other fair-minded and honest publisher on the American
purpose and endeavors of the Rowell Directory, now in its thirty-seventh year of
ates than its press, and there is hardly any greater single industry than the one
represents these two factors and serves them with a single purpose has not only its
advertisers alike recognize the Rowell Directory as the one which has for over a
great factors named, and as the only one with a fundamental policy and conduct
re.
ics in the United States and Canada. Advertisers, Advertising Agents, Editors,
statement as the recognized authority. It gives a brief description of each place in
ries, name and location of county, etc., etc. It gives the names of all Newspapers
ality, etc. It gives the Frequency of Issue. It gives the Editor's name. It gives
Subscription Price. It gives the Date of Establishment. It gives the Circulation—
ciser to determine the probable future. It gives a separate list of all papers rated
t gives a separate list of all newspapers having a Sunday issue. It gives a list of
foreign languages, etc.), and a complete index to each class. It contains maps of
than 100 circulation. It also contains other valuable tabulations and classification.
ice, \$1 cash, sent carriage paid upon receipt of price.

ke checks payable to
rce Street (up-stairs), NEW YORK CITY.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING
COMPANY, Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months, in advance. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES.

Advertisements 30 cents a line, pearl measure, 15 lines to the inch (\$5); 300 lines to the page (\$40). For specified position selected by the advertiser, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

Advertisers to the amount of \$10 are entitled to a free subscription for one year, if demanded.

CHARLES J. ZINGG,

Editor and Manager.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, MAY 10, 1905.

PRINTERS' INK is absolutely an independent journal, connected in no way whatever with any advertising agency, selling its advertising space only for cash, and standing entirely upon its merits as a news medium for advertisers and an educative force in the advertising field.

A REALLY GOOD ONE.

The advertising expert who would like to look at a really good advertisement will do well to get a copy of PRINTERS' INK of the issue of May 3d, and give the announcement of the *Woman's Magazine* of St. Louis, printed on the first page, a careful reading. If the man who wrote that didn't get as much as \$25 for the service he is underpaid. The Little Schoolmaster recommends that the managers of the Star League of Indiana get into correspondence with that man.

MR. H. C. FAULKNER, the special advertising agent, has removed his offices to the Flatiron Building, Broadway, Fifth Avenue and 23d street.

JOHN BRISBEN WALKER was the first to introduce to the public the low-priced magazine, the *Cosmopolitan*, under his charge, having cut its price in half some months before *Munsey's Magazine* entered the field as the low-priced periodical.

W. S. CAPPELLER of the Mansfield, Ohio, *News*, was recently elected president of the Mansfield Chamber of Commerce for the third year. Mr. Cappeller also recently made a subscription of \$3,000 on behalf of the *News* to a Mansfield hospital.

NEW OFFICES FOR I. A. A.

The offices of the International Advertising Association have been moved to the fourteenth floor of the Flatiron Building, where there is more room for members who make the association their headquarters during visits to New York. New members who have recently joined the organization are Swift & Company, Chicago; American Lithographic Co., New York, and the Virginia-Carolina Chemical Co., Richmond, Va.

A CLEAN SWIPE.

When the advertising pirate uses somebody else's copy or ideas he usually changes the original to hide his source of inspiration. This is quite unnecessary under present copyright laws, as is shown in the two full-page ads of Atlantic City real estate in the May *Success*—pages 375 and 376. One, of the Atlantic City Estate Co., is reprinted from the *Saturday Evening Post* of last June. The other, of the Seashore Land and Improvement Co., reproduces illustration bodily and much of the text word for word. Perhaps two advertisements of this sort were never printed in so curious a proximity before. They carry their own moral—which seems to be that when you steal advertising make a clean swipe of it.

"MOST VALUABLE."

I take pleasure in enclosing you herewith contract for the coming year for our space in the Roll of Honor. I consider it by far the most valuable advertisement that the *Dispatch* can get for anything like this sum of money.

We have found our position in the Roll of Honor valuable to us locally as a surprising number of advertisers read **PRINTERS' INK** and make note of the fact that we are accorded a position on the Roll of Honor.—*James M. Thomson, Editor Dispatch, Norfolk, Va.*

A CLUB OF TECHNICAL JOURNAL ADVERTISERS.

The Technical Publicity Association, a club made up of advertising men with firms that use machine and technical trade papers, was recently organized in New York, and began its life with a dinner at the rooms of the Hardware Club. It includes men who direct the advertising of such corporations as the Westinghouse Companies, General Electric Company, Sprague Electric Company, Crocker-Wheeler Company, Robbins Belt Conveyor Company, Rand Drill Company, Ingersoll-Sergeant Drill Company, International Steam Pump Company, Niles-Bement-Pond Company, Yale & Towne, Cameron Steam Pump Company, Hall Signal Company, American Woodworking Machinery Company, Allis-Chalmers Company, De La Vergne Company, and the Roebbling Company. Emerson P. Harris delivered an address on "The Machine for Selling Machinery." The following officers were elected: President, P. F. Kobbe, Jr., of the Rand Drill Company; first vice-president, H. M. Cleaver, of the Niles-Bement-Pond Company; second vice-president, C. B. Morse, of the Ingersoll-Sergeant Drill Company; secretary, George H. Gibson, of the International Steam Pump Company; treasurer, Henry M. Davis, of the Sprague Electric Company. The Executive Committee is composed of the officers, Rodman Gilder, of the Crocker Company, and Graham Smith, of the Westinghouse Companies.

YES—IF WE COULD GET THEM.

OTTAWA FREE PRESS.
Published Daily at the Capital.
Founded 1869.

OTTAWA, CAN., May 1, 1905.

Editor of **PRINTERS' INK**:

Will you kindly inform me what handicap I labor under by not swearing to my circulation statements.

I am a member of the Society of Friends, commonly called Quakers, and it is our belief that a man's yea means yea, and his nay means nay. We obey the injunction to swear not at all.

I have sent out statements of circulation to several of the smaller directories, and because they were not sworn to, I have been accorded a light-faced circulation.

I believe that my circulation statement, taken from my circulation books, and signed by myself as correct, is just as reliable and good as any circulation sworn to by a circulation manager.

I am selling circulation so much per line, and if my statements cannot be verified by my open-book policy, I would cheerfully refund the advertiser's money.

What I particularly want to know is, Would you, from your knowledge of newspaper circulations, accord my certified statements the same credence which you would give to the sworn statements of another paper?

Yours truly,

ALFRED WOOD.

It is a great pity that Friend Alfred does not acquire a habit of reading and committing to memory the wise advice given from week to week in the columns of **PRINTERS' INK**. In its issue of April 19th, on page 23, Alfred may read as follows:

The editor of Rowell's American Newspaper Directory has no special objection to affidavits, but they are not thought to add any weight to a statement filled out in detail, properly dated and signed by some one having authority to possess and give out the information. To issue a false affidavit, verifying a false circulation statement, is not an act that is punishable as perjury; and on that account, dishonest men who are willing to put signatures to an untruth, are commonly more anxious than unwilling to bolster up the fraud with an affidavit that they know is of no more account in law than a piece of white paper.

The editor of the Directory says that he never in all his life has had occasion to disbelieve any statement made by a Quaker, but he learned long ago to be suspicious of the broad-brim when he seemed to hesitate about giving the information asked for. He says that in 1898 the *Free Press* furnished a circulation statement of a kind that would hold water, going to show that he knew how to do it, but for each of the half dozen years that have passed since then he has seemed to have the theory that silence is golden.

THE ADVERTISING GOLF TOURNAMENT IN CLEVELAND.

There have been eighteen beautiful prizes contributed for the annual tournament of the American Golf Association of Advertising Interests, which is to be held in Cleveland, July 18th, 19th and 20th, on the Euclid Country Club course.

From present indication this promises to be the largest tournament of the season in point of attendance. This association of golfers is composed entirely of men interested in advertising, and members are being added to the list at the rate of a dozen or more a week.

The board of governors is anxious to have every man who is associated with advertising interests, and who play golf, to become a member of the association, feeling that the semi-annual tournaments make for good fellowship and a better general acquaintance.

Mr. Frank Presbrey, president of the association 3 West 29th st., New York, or Mr. Wm. H. Beers, secretary-treasurer, 31 Union Square, New York, will furnish all details upon application.

THINKS ROLL OF HONOR GOOD ADVERTISING.

JACKSONVILLE, Fla., May 1, 1905.

Editor of PRINTERS' INK:

Yours of April 28th received. Of course we want the *Metropolis* represented in the "Roll of Honor," but this matter has been attended to from Mr. Katz' office, and we will write to him to take the matter up and straighten it out. **We would not be out of the "Roll of Honor" for anything.** It is our conception of the kind of advertising to reach the advertiser. I might say in this connection that I do not believe that the ordinary directory advertising as it is put in the back part of the books is worth a "baubee," for the reason that the newspaper ratings are all put in one section of the book and the advertising in another; and I have very serious doubts whether one advertising agent in fifty takes the trouble to go through these advertising pages. I have been present a number of times when Rowell's Directory has been hauled out and the agent would look at the only place to look at, which is the name of the town with the newspapers and the comparative circulations. The advertising agencies themselves prove my proposition, because there is not one of them that does

not do its best to insist for its advertisers gilt edge position in the paper, next to reading matter, and where people are sure to see it.

But PRINTERS' INK is, *par excellence*, the top of the pot, and I believe is a business getter for the *Metropolis*, and especially its "Roll of Honor." Yours truly

RUFUS A. RUSSELL,
Business Manager *Metropolis*.

In Rowell's American Newspaper Directory for 1905 every advertisement has been placed in the catalogue part of the book, within the respective State, each advertisement facing reading matter. The Rowell Directory is the only one published that practices this system, the only one that is published for actual SERVICE to publisher and advertiser, and the only one which is not issued by an advertising agency. It is compiled, edited and managed without fear or favor, sold for cash only, and bought for the sake of the information it conveys to the advertiser. The Roll of Honor is a supplementary directory, appearing fifty-two times a year in PRINTERS' INK, and thereby securing a much larger circulation than any directory has ever had, and enabling publishers entitled to be listed there to bring circulation figures down to date, and keep them down to date.

The charges made for the service are so small that it would seem every publication having a figure rating in the 1905 Directory would be anxious to secure admission to the Roll of Honor.

THE LARGEST ADVERTISING ACCOUNT.

M. Lee Starke, general manager of the Paul E. Derrick Advertising Agency for the United States and Canada, has secured the entire appropriation of the Liquozone Co., Chicago, Ill., covering its advertising all over the world. This is said to be the largest single appropriation ever placed with an advertising agency, representing an outlay of nearly one and one-half million dollars.

On June 1st the Derrick Agency will open an office in Chicago. It now has offices in New York, London, Paris, Sydney, Cape Town and Buenos Ayres.

AN ADVERTISING SHOW.

Chicago is to have an exposition of advertising next October in the Coliseum, lasting from the 5th to the 11th. Not only advertising devices will be shown, but also methods of advertising. Publishers and advertising agencies have taken space, according to the promoters, and the exhibits will include printing, lithographing, novelties, calendars, signs, engraving, advertising art, advertising mechanisms, street-car advertising and advertising schools. Lectures on advertising and salesmanship will be given daily. The enterprise is being managed by the Advertising Show Company, 55 Lake street, Chicago.

"UP AGAINST IT."

613 Commercial Block,
PORTLAND, OREGON, April 28, 1905.
Editor of PRINTERS' INK:

I am informed that you are the proper person to whom to write to secure recognition for my Bureau by the American Publishers' Association. This recognition is apparently necessary for me from the fact that the *Spokane Review*, of Spokane, Wash., and the *Seattle Post-Intelligencer*, decline to pay a commission until such recognition is given.

I am placing no advertising except in the Northwest, but in the Northwest I am placing the advertising for Hazelwood butter and Hazelwood ice cream, "Woodlark" remedies and foods, the Woodard, Clarke & Co. drug and surgical instrument lines, the Western Exploration & Dredging Co. gold-dredging proposition, etc., etc. I am just in receipt of a communication from the Pendleton Woolen Mills Company, asking me to place their advertising in this field, and also outside of this field. They have been very large general advertisers, but will not do much this year they tell me. Messrs. Allen & Lewis have also asked me to place advertising for White River flour, and for their "Preferred Stock" canned goods. Also the Allen & Gilbert Piano Company have asked me to map out a campaign for reaching the entire Puget Sound territory.

All of these lines named are advertising all through the Northwest, and in placing the advertising, of course I want to get the commission to which the advertising agent is entitled. All of the smaller mediums pay me their regular commission, but I seem to "be up against it" with the larger ones, until recognition is given. My agency is a brand-new one, being less than two months old. I think it is bound to be the leading agency in Portland.

I beg to refer you to all three of the Portland papers, the *Oregonian*, *Telegram and Journal*. Also to Bradstreet's. I discount all my bills on the 10th of the month and seem to

have plenty of capital to cover the limited needs for same. Will be glad to give you any and all information you may desire.

Mr. Victor F. Lawson, of Chicago, knows me very well, as I used to work for the *Chicago Daily News*. I grew up in the newspaper business in Chicago.

Yours truly,
C. C. CHAPMAN,
Chapman Advertising Bureau.

Mr. Chapman's prediction that he will become the leading advertising agent in Oregon may some day be a fact. Mr. H. H. Rogers of the *Chicago Daily News*, is the president of the American Newspaper Publishers' Association to whom Mr. Chapman is invited to direct his application.

In the London, Eng., *Public Advertiser*, for April 16, 1776, appeared the following advertisement:

A gentleman who hath filled two succeeding seats in Parliament, is near sixty years of age, lives in great splendour and hospitality, and from whom a considerable Estate must pass if he dies without issue, hath no objection to marry any Widow or single Lady, provided the party be of genteel birth, polite manners, and five, six, seven, or eight Months gone in her Pregnancy.

Letters directed to — Brednock, Esq., at Wil's Coffee House, facing the Admiralty will be honoured with due attention, secrecy and every possible mark of respect.

HONEST STANLEY DAY.

Ever since the writer has been associated with the advertising business, and that really seems a very long time, I have heard almost daily something of Mr. Stanley Day. Seldom does my morning mail fail to bring me an order or letter from him to remind me of his cheery presence, and good-natured, simple, honest, self.

Mr. Day is a remarkable and interesting figure in this busy advertising life. No man in the advertising or mail-order business is a better example of the "Simple Life." He believes in the policy of "live and let live"—pays his bills, and advises all men to pay theirs. He never gets into debt—treats everybody in a truly neighborly fashion, believing each the equal of himself, while his hearty hand-shake and word of cordial greeting are a ways in evidence, no matter where you meet him or under what conditions.

Those who are in position to know say he has grown immensely wealthy out of profits legitimately earned by business placed, and when one considers that he never solicits an order, either by letter or in person, it is easy to gather an idea of the standing he must have with publishers and advertisers.

Long may you be with us Mr. Day, and may each year be more prosperous and happy than its predecessor.—*Advertising Chat*.

"I CONSIDER the Roll of Honor one of the very best things that PRINTERS' INK has offered to publishers, for it keeps a paper favorably and permanently before the advertising public."—*Mr. E. Katz, Special Agent.*

A NEW SPECIAL AGENCY.

Messrs. Jones & Ferguson have occupied their new offices in the Morton Building, 116 Nassau street, New York, the first of May. It is the intention of the firm to devote its entire energy to the special agency field.

WESTERN NEW YORK PUBLISHERS ORGANIZE.

The publishers of weekly papers in Western New York have for some time felt the desirability of an organization tending toward a solution of some of the problems which confront the craft. It has been felt that the formation of a purely business association would afford valuable opportunity for "comparing notes" on all subjects pertaining to the publication of a newspaper and of printing in general. Conditions have changed very rapidly within the past few years, and they seem to point to the necessity of more uniform methods along general lines.

A meeting of publishers was held on Friday at the hall of the Chamber of Commerce in the city of Rochester, and an organization perfected under the name of the Western New York Newspaper Publishers' Association. The following officers were chosen:

President, P. A. Blossum, *Brockport Republic*; vice-president, Geo. E. Marcellus, *The Le Roy Gazette*; secretary-treasurer, W. O. Greene, *Fairport Mail*. The above officers with J. A. Simpson, of the *Albion American*, and A. VanAllen, of the *Avon Herald*, constitute the executive committee.—*The Le Roy Gazette, April 26, 1905.*

MR. S. E. LEITH, senior partner of Leith & Stuart, special advertising representatives of the *Country Gentleman* of Albany, *Practical Farmer* of Philadelphia, *Farmers' Review* of Chicago, *Farm*

and Ranch at Dallas, Texas, and a considerable list of representative daily papers, asserts that he has been reading the series of articles "Forty Years an Advertising Agent," and writes to PRINTERS' INK to say that one of these days he may find himself engaged upon the preparation of similar recollections, and submits for consideration the manuscript of what would, he thinks, probably be about his second chapter:

On October 4, 1884, I entered the employ of "The Geo. P. Rowell Advertising Agency," largely through the recommendation of Mr. C. N. Kent, who afterward proved a very good friend. My work of eight years in this institution brought me in very close touch with its principal, Mr. Geo. P. Rowell. My personal appearance was not very pleasing to the eye, being thin, much overgrown, wearing clothes that fitted badly, and having practically no education. I could ask questions, take advice, kill time, and make mistakes, which I think was about the extent of my ability. As I now look back on those eight years, I often wonder how it was I stayed so long, and why Mr. Rowell tolerated what he did, but in this, as in most things, he exhibited that fine, manly, sympathetic nature which make all respect him as the "Grand Old Man" of the advertising business. I always found him strict and stern, but ever kind, patient and tolerant; willing at all times to extend a helping and encouraging hand to the deserving one. He had a way of seeing without looking, hearing without listening, and knowing without being told. The office never seemed to bother him very much, but in reality nothing escaped him. He could make the office boy believe himself the most important pillar of the establishment, while the best paid clerk felt he was not at all necessary. There may be those who did not like him, but all held him in the utmost esteem and respect. I can but feel that whatever I have to-day of this world's goods or in the matter of education, is due largely to the instructions and light given me by this gentleman. That Mr. Rowell had some peculiar ideas must be admitted, but generally speaking, he was right, although at times severely criticised. Many who did not trouble themselves to know him thoroughly formed most erroneous ideas as to his real character, but I have never yet met anyone who really knew Mr. Rowell, but what thought of him as the highest type of real manhood and good American citizenship, and I venture to say that he has done more for the uplifting and developing of the advertising and newspaper business than any other one character it has ever known. If it could really be traced back, there are few men prominent in this line to-day who would not find they owed their greatness in a measure to a seed somewhere dropped by Mr. Geo. P. Rowell.

THE MAY MAGAZINES.

After making a success of the confidential chat with readers, magazine publishers have begun a confidential chat with advertisers. At least, *Scribner's* has. More publishers will doubtless follow. Why not? If it is well and remunerative to tell readers that they exercise great judgment in reading your magazine, and that the percentage of real appreciation in the world is increasing so rapidly that the mechanical plant finds itself severely taxed, why not tell your advertiser that he has a perfect style, that his illustrations are a credit to the magazine and that his mere firm name is an endorsement beyond price? The *Scribner's* chat-with-our-advertisers is printed in the school section, and is directed to persuading schools to advertise therein. The second installment appears in the May issue, and it is easy to see how much of an impression such a feature may make during the school advertising season, which is just beginning. A large number of schools were written to, and their replies show that sixty-six per cent. have had an increase in attendance since 1900, and that this increase averages forty-four per cent. Three causes are given for the increase: First, improvement in the work of the school; second, growing reputation of the school; third, judicious advertising. School advertising receives a general endorsement, being a powerful factor in inducing attendance when supplemented with proper follow-up. It was found that of the schools which reported a notable increase in attendance more than seventy-eight per cent. had been consistent magazine advertisers, using space for several months in the year in several magazines; nineteen per cent. did some magazine advertising in a small way. Less than three per cent. were schools which did not advertise in the magazines at all. Directors of private schools report a growing tendency among parents who can afford it to send children to private schools, where training is more individual and thorough. This department in *Scribner's*

serves not only to interest schools in advertising, but is also cleverly calculated to kill the false notion of snobbishness associated by some persons with private schools. In fact, it is not only new, but decidedly clever in two distinct directions. Other magazine publishers will do well to look into the chat-with-our-advertisers department.

* * *

A count of Western advertising in the March magazines was recently made by the *Publisher and Advertiser*, organ of the Agate Club, Chicago. Territory west of Buffalo and Pittsburg is regarded as Western. The percentages were as follows:

World To-Day, 60; *Munsey's*, 52; *Cosmopolitan*, 52; *Woman's Home Companion*, 51.4; *Pearson's*, over 50; *Ainslee's*, over 50; *Strand* (April), 50; *Everybody's*, 49.8; *Butterick Trio*, 47.3; *McClure's*, 47; *Smart Set*, 44; *Leslie's Magazine*, 42; *Outing*, 41.7; *Scribner's*, 41.1; *Century*, 40.3; *Ladies' World*, 40; *Harper's*, 39; *World's Work*, 37; *Booklovers*, 33.5; *Review of Reviews*, 33; *Garden Magazine*, 25; *Country Life in America*, 24.

Figures for *Munsey's* and *Cosmopolitan* were based on cash advertising only. Advertising territory for the *Woman's Home Companion* divides on the Ohio-Indiana line. The figures include Ohio. The *Strand* reports more school and publishers' advertising from the West than from the East. Deducting publishers' exchange advertising, *Everybody's* shows a percentage of 50.9 instead of 49.8. Buffalo and Pittsburg are not included. Not including classified and publishers' advertising, the Western business in *Outing* figures at 46.2 instead of 41.7 per cent. The estimate for *Scribner's* covers general advertisers only. Without school and publishers' advertising the *World's Work* exhibit is 42 per cent., instead of 37. The *Booklovers' Magazine* reports an increase from 25 per cent. six months ago. Excluding schools and publishers, the *Review of Reviews* percentage jumps from 33 to 45 per cent. Some of the leading weekly magazines for February

were also tabulated, with this result: *Collier's*, 54; *Public Opinion*, 49; *Literary Digest*, 33.3; *Life*, 26; *Independent*, 20. Omitting the Eastern publishers' advertising from the *Literary Digest* would bring up the average to approximately 50 per cent.

* * *

The *Red Book* enters upon its third year with May, and also launches the new *Monthly Story Magazine*, which is published by practically the same corporation. Chicago has been the birthplace of countless fledgling magazines in

GROSS ADVERTISING IN LEADING MONTHLY MAGAZINES FOR MAY.

	Pages	Ag.	Lines
Country Life in America (cols.).....	244	41,668	
*McClure's.....	186	41,664	
Harper's Monthly.....	172	38,528	
Review of Reviews.....	169	37,856	
*Scribner's.....	152	34,176	
*Everybody's.....	138	30,912	
*Munsey's.....	133	29,792	
Century.....	132	29,768	
*World's Work.....	114	25,536	
Cosmopolitan.....	105	23,520	
Business Man's Magazine (April).....	103	23,275	
*Ladies' Home Journal (cols.).....	116	23,200	
Country Calendar (cols.).....	161	22,862	
Booklovers Magazine.....	101	23,668	
*Delineator (cols.).....	167	22,442	
Sunset (April).....	98	21,952	
*Good Housekeeping.....	92	20,568	
Woman's Home Companion (cols.).....	102	20,400	
Outing.....	86	19,338	
Four-Track News.....	86	19,264	
Leslie's Monthly.....	86	19,264	
World To-Day.....	81	18,144	
Harper's Bazaar.....	76	17,024	
Red Book.....	76	17,024	
Success (cols.).....	98	16,856	
Atlantic Monthly.....	73	16,352	
Metropolitan.....	70	15,680	
Ainslee's.....	66	14,784	
Lippincott's.....	66	14,784	
Reader Magazine.....	66	14,784	
Pearson's.....	62	13,888	
*Designer (cols.).....	102	13,668	
*New Idea Woman's Magazine (cols.).....	92	12,352	
Ladies' World (cols.).....	57	11,552	
Men and Women (cols.).....	56	11,273	
Strand.....	50	11,200	
Critic.....	48	10,898	
Garden Magazine.....	68	9,792	
Argosy.....	42	9,408	
Smart Set.....	42	9,408	
House Beautiful (cols.).....	64	9,284	
*Woman's Magazine (cols.).....	52	9,120	
Bookman.....	38	8,512	
Madame (cols.).....	40	6,690	
Gunter's Magazine.....	29	6,496	
Suburban Life (cols.).....	38	6,490	
Book News.....	26	5,824	
Black Cat.....	25	5,250	
*Benziger's Magazine (cols.).....	26	4,341	
St. Nicholas.....	19	4,256	
Brown Book (cols.).....	24	4,131	
Philistine (April).....	49	2,940	

GROSS ADVERTISING IN LEADING WEEKLY MAGAZINES DURING APRIL.

	Week ending April 8:	Cols.	Ag. Lines.
*Life.....	98	13,812	
Collier's.....	58	11,165	
*Saturday Evening Post.....	54	9,250	
Independent (pages).....	41	9,184	
Outlook (pages).....	26	5,814	
Literary Digest.....	39	5,578	
Vogue.....	35	5,460	
*Public Opinion.....	37	5,180	
*Associated Sunday Magazine.....	28	5,046	
Town Topics.....	25	4,260	
*Scientific American.....	21	4,158	
*Christian Herald.....	24	4,080	
Illustrated Sporting News.....	21	3,608	
Leslie's Weekly.....	14	2,874	
Week ending April 15:			
*Vogue.....	262	40,874	
Collier's.....	51	9,704	
Literary Digest.....	62	7,925	
*Saturday Evening Post.....	46	7,876	
*Public Opinion.....	49	6,860	
Outlook (pages).....	26	5,824	
*Associated Sunday Magazine.....	28	5,057	
Town Topics.....	28	4,622	
Illustrated Sporting News.....	24	4,103	
Independent (pages).....	17	3,868	
*Scientific American.....	17	3,166	
Leslie's Weekly.....	15	3,042	
*Life.....	20	2,867	
*Christian Herald.....	15	2,610	
Week ending April 22:			
*Saturday Evening Post.....	83	14,110	
Independent (pages).....	57	12,768	
Collier's.....	54	10,276	
Leslie's Weekly.....	35	7,106	
*Christian Herald.....	39	6,704	
Outlook (pages).....	26	5,824	
Literary Digest.....	41	5,822	
Town Topics.....	34	5,020	
*Vogue.....	35	5,514	
*Public Opinion.....	37	5,180	
*Life.....	35	5,029	
*Scientific American.....	25	4,950	
*Associated Sunday Magazine.....	21	3,795	
Illustrated Sporting News.....	12	2,092	
Week ending April 29:			
Collier's.....	62	11,942	
*Vogue.....	51	8,081	
Literary Digest.....	44	6,322	
Outlook (pages).....	26	5,824	
*Saturday Evening Post.....	34	5,780	
*Scientific American.....	24	4,849	
Town Topics.....	27	4,599	
*Public Opinion.....	32	4,480	
*Associated Sunday Magazine.....	22	4,126	
*Christian Herald.....	22	3,892	
Independent (pages).....	17	3,820	
*Life.....	25	3,598	
Leslie's Weekly.....	15	3,055	
Illustrated Sporting News.....	13	2,375	
Totals for April:			
*Vogue.....	383	59,929	
Collier's.....	225	43,087	
*Saturday Evening Post.....	217	37,016	
Independent (pages).....	132	29,588	
Literary Digest.....	186	25,647	
*Life.....	178	25,306	
Outlook (pages).....	104	23,296	
*Public Opinion.....	155	21,700	
Town Topics.....	114	19,101	
*Associated Sunday Magazine.....	99	18,024	
Scientific American.....	87	17,321	
*Christian Herald.....	101	17,286	
Leslie's Weekly.....	79	16,077	
Illustrated Sporting News.....	71	12,368	

the past, with never a successful one. Westerners half suspected the Eastern publishers of combining to throttle everything of a local literary nature until the *Red Book* made a hit. Trumbull White, editor of the *Red Book*, says it is the first general magazine that was ever founded in Chicago with enough capital to carry it through the first year's period of loss, as well as the first to be anything more than a sectional publication. Mr. White is an editor of seventeen years' experience on Chicago papers. He has visited nearly every country on the globe as a newspaper correspondent. The *Red Book* was his idea, and in his hands became so much a general magazine that perhaps not one reader out of every three knows it is published in Chicago. The title was selected because it is easy to say, easy to remember, easy to advertise, and lends itself to distinctive covers. More than 200 titles were considered in the selection.

* * *

A striking advertisement in the May *Cosmopolitan* is a twenty-page announcement of the First National Co-Operative Society, Chicago—formerly the Cash Buyers' Union. This concern is conducted on the co-operative merchandise plan that has been so widely taken up in Great Britain and Europe by workmen and farmers, applying in this country the mail order method to what in other countries is usually a limited local concern. The twenty pages of space explain its principles with great thoroughness, and make up a document that is forceful, but very long. Some advertisers maintain that the public will not read such long advertisements, while others hold as firmly to the belief that the public will read to any length about a subject in which it is interested. This twenty-page ad is a pretty severe test of the latter belief, and affords a conspicuous illustration of the present tendency to increase the length as well as the size of advertisements.

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The *Country Calendar* makes its bow this month with a showing of ad-

vertising that seems to assure a fine success. In one respect the publishers are fortunate in securing the services of J. Horace Macfarland as printer for this monthly, for his work is of exceptional artistic character. In another way, however, they are hampered, for the magazine bears a strong resemblance to *Country Life in America*. It is good enough to stand of itself, and ought to be more distinctive typographically. One excellent feature is an advertising index, compacted at the foot of the title page in so small an area of space that perhaps other publishers will inaugurate a similar feature on these lines.

MAGAZINE NOTES.

After worrying along for years under the name of the *Scientific American Building Monthly*, that publication is to be changed to a magazine called *American Homes and Gardens*, thus indicating its true nature. The old name always confused it with architects' technical journals. With the word "home" for its keynote and a broader editorial scope this publication ought to find a front place among the dozen or so magazines now devoted to home and gardening matters. The first issue appears in July, and the subscription price will be \$3.

The staid *Dial*, published fortnightly in Chicago and perhaps the most scholarly and critical of all American literary journals, was twenty-five years old May 1. It is not only prosperous in its bookish way, but has been continuously under the management of the man who founded it.

Public Opinion began its twentieth year April 15. It was originally established in Washington, in 1886, a twenty-four page journal without illustrations or cover, and came into existence as a pre-digested epitome of current politics, literature and progress. In the past year its policy has been changed somewhat, and the weekly digest conspicuously strengthened by original articles.

A neat pamphlet containing advertising rates and rules has been issued by *McClure's*. The gross rate per page is now \$416. No advertisement is accepted from advertisers direct at less than the card rate, and no advertising agent is permitted to quote less than the full rate for space in *McClure's*. Copy that is purely medical is not accepted, nor any advertising for stock in mining, rubber or oil companies, intoxicating beverages or ads in which the word "Free" is wrongfully employed.

William Jennings Bryan, writing to *Collier's*, lays down rules that govern him in accepting advertisements for the *Commoner*. *Collier's* charged him with an unwillingness to print the advertising of corporations. Mr. Bryan looks over the *Commoner* and finds that he has ads from such corporations as the Empire Cream Separator Co., Chicago

House-Wrecking Co., Coil Spring Fence Co. and others. He accepts advertising from no corporation, however, that controls more than fifty per cent of the consumption of an article or commodity not patented or copyrighted. These he classifies as "trusts." He also adds, "I take it for granted that all honestly conducted papers try to avoid the publication of advertisements that contain fraudulent representations or that present things which are hurtful."

Vogue is printing some articles on postal progress, critical in tone for the most part, but not abusive as articles about the Postoffice are apt to be. It is the aim of the writers to show that the Postoffice Department is run on antiquated business principles, and in a recent issue the subject of postal accounting was thoroughly reviewed. Our Postoffice uses a system managed by a bureau of the Treasury Department, independent of the postal organization, and through it handles the multitude of small items that go to make up in excess of a thousand millions of dollars yearly. This system has been in operation since 1836, and Congress has never done anything to modernize it.

In June the *World's Work* will begin a department called "The New Science of Business," dealing with the latest forms of business practice and system. Real science has come into business with the typewriter, the adding machine, the loose-leaf ledger, card index and thousands of similar devices. More than mere book-keeping conveniences, these things are revolutionizing business itself, making possible a volume of transactions that would have staggered any previous era of the world of affairs.

The *Associated Sunday Magazine* had considerable difficulty at the outset in getting advertising of a kind that would be acceptable to the various papers by which it is distributed. Every time an ad of a recognized newspaper advertiser was printed protests poured in. "We might have got that ourselves," was the cry. This singular condition has driven the magazine to seek advertising of a distinctive magazine character, and nearly all the announcements now appearing in its pages are those of advertisers who seldom use newspapers locally. Many are mail-order announcements of high character. Owing to the superior printing facilities of this publication it is able to accept many advertisements that could not be printed to advantage in a Sunday paper.

Good Housekeeping is apparently the first of the women's magazines to speak out about trading stamps. If all the publications devoted to women were to set forth the truth as plainly it would have a tremendous effect. "Trading stamps," says the editor, "are a supposed gift to the buyer of groceries or other merchandise, a species of coupons redeemable oftentimes in bric-a-brac or household furnishings. It goes without saying that the customer pays for the bonus, and pays high, for the goods which it accompanies cannot, obviously, be all that they purport and still leave a profit for the dealer. The State of Massachusetts now levies a

three per cent tax on trading stamps. The merchandise must be reduced accordingly in quality, in order that the dealer may retain his old profit. Yet there are seemingly intelligent persons who will buy goods with trading stamps."

Leslie's Monthly has an anti-billboard article this month of decidedly rabid character, but like all articles of its kind it makes a plea for better posters and moderation in outdoor advertising rather than abolition.

In the *May Booklovers* Harold Bolce follows his business paper of last month with a second on "How to Build up Foreign Trade." It is pretty much the sort of stuff that everyone interested in our foreign trade knows and that few manufacturers follow—that is study foreign demand on the spot, make and pack goods to suit the foreign conditions send polite young men who know the language, give long time for the foreigner to pay up and so forth. Much of his information about foreign credits, though, particularly in Japan, is fresh.

If comparisons are in order, the new trust-busting series in *Everybody's*—the story of the beef trust by C. H. Russell—is a good deal better stuff than "Frenzied Finance." Mr. Russell is not hysterical in his style, and instead of highly colored pictures of financial life and promises to tell all in the next issue he dissects the meat situation thoroughly, with book and chapter, names and figures to back all his assertions. This is trust-busting at its best.

An interesting chapter in Philadelphia newspaper history is retold in Harry Thurston Peck's "Twenty Years of the Republic" in the *May Bookman*. Professor Peck outlines the fight against the Louisiana lottery that began twenty-five years ago when Alexander K. McClure, then publisher of the *Philadelphia Times*, was offered lavish rates to print the advertising of the lottery. The newspapers of Pennsylvania were receiving \$50,000 a year from the lottery for advertising. A suit to revive an old law stopped this, and then the lottery company retaliated with a suit against Colonel McClure. This led to a national airing of the Louisiana lottery, with the result that it was eventually wiped out of existence.

"Bucket Shops of the Book World," an article in the *May Pearson's*, tells something of the workings of publishing houses that bring out the books of unsuccessful authors, charging them extortionate prices for printing and alleged efforts to sell what is often mere trash. Anyone familiar with the publishing houses in New York can immediately name the bucket shops, and it is a pity that they were not exposed by name.

The *Metropolitan* has a fresh story-prize competition. In the *May* issue a serial begins, turning upon circumstantial evidence, crime, gum-shoe detective work and so forth. The plot is so intricate that even the author doesn't quite see his way clear. So readers of

the *Metropolitan* are appealed to for advice, and will be paid therefore in music boxes, grand pianos, watches, silver, sewing machines and subscriptions to the *Metropolitan*. The prizes aggregate \$3,000, and the competition lasts four months, with a separate set of prizes for each month.

"How to Advertise a Country Mill," in the April *Business Man's Magazine* (*The Bookkeeper*), tells some interesting facts about creating a restricted local demand for flour through newspaper publicity.

In the *Ladies' Home Journal* this month is reproduced the composite Madonna completed some years ago by Joseph Gray Kitchell, of the George Ethridge Company, New York. This picture, made up of 271 famous paintings of the Madonna, represents the artistic working out of an original idea. It has not only become a work in great demand in art stores, but has aroused comment from both scientists and religious leaders. The first print from the completed negative was sold to John Wanamaker for \$500 and displayed in his stores.

Though primarily a mail-order publication, the *Woman's Magazine*, St. Louis, carries a steadily increasing body of general magazine advertising. In the May issue, for example, is business for Ivory Soap, Hall's Hair Renewer, Woodbury Soap, Pabst Extract, the Boston Store of Chicago, Cascarets, Liquezone, Lion Coffee, Mennen's Talcum, Universal Bread Maker, Wing Pianos, Kalamazoo Ranges, Monon Route, Pompeian Massage Cream, Rubens' Shirt, Lacqueret, 1900 Washer, *Saturday Evening Post*, White House Shoes, Siegel-Cooper Co. New York, Larkin Soaps, White & Wyckoff Stationery, etc. Mr. Coakley says that every large magazine advertiser who has taken the time to investigate the *Woman's Magazine* proposition has seen the wisdom of talking to people in places between 1,000 and 20,000 population not covered by the general magazines. Each issue of the *Woman's Magazine* shows additions to this business.

"Earliest" of all the monthlies is a new one called *Smith's Magazine*, issued by the Smith Publishing House, 77 Seventh avenue, New York City. *Gunter's* has heretofore led the van, appearing about the fifth of the month preceding that which it bears as a date—the May issue appearing about the fifth of April. But the June issue of *Smith's* appears in the middle of April, so that it is fully six weeks ahead of its date. A ten-center devoted chiefly to stories, it seems to have an excellent chance.

Munsey's claims a foreign circulation "far greater than that of any publication issued this side of the water," and states that it is less than five per cent of the total. As an indication of the quality of the remaining ninety-five per cent to advertisers, letters from advertisers are reproduced showing that they have received replies from such places as Cape Town, India, Africa, Brazil, Chile, Manila, Portugal,

Alaska, Turkey, Peru, Australia, and many points in Great Britain and Europe.

A convincing piece of circulation advertising is sent out by *Men and Women*, Cincinnati. This magazine is now conducting a subscription canvass through solicitors in various sections of the United States, giving each a list of persons in a specified town who have sent for sample copies. Several of these lists are reproduced after the solicitors have turned them in, showing in one instance forty-one subscriptions in forty-one calls.

The *Woman's Home Companion* claims seventh place among the monthly magazines in point of age. It was founded in 1873. The six magazines ranking as seniors are *Harper's Monthly*, founded 1849, *Atlantic Monthly*, 1857, *Lippincott's* and *Harper's Bazaar*, 1868, *Century*, 1870, *Delineator*, 1872.

Some of the chats-with-readers in the leading magazines ought to take up the question of substitution. E. G. Lewis, editor of the *Woman's Magazine*, says under the title of "Brain Thieves": "About the meanest man on earth is the one who steals another's brains—who trades on the brains, courage and risk taken by another man in creating some great industry. The most familiar type of this sort is the 'substituter,' the man who tries to substitute some other article on which he makes a large profit for the standard and well-advertised article. When the proprietor of some standard remedy on which he has spent the best years of his life and hundreds of thousands of dollars in advertising it, and built up a large business, persuades you through his advertisements to try that remedy, he stakes his reputation and his investment on its purity and worth, then you go to a store to purchase it and the shopkeeper persuades you to take something in its place, that storekeeper has not only robbed the manufacturer of the real article in the meanest sort of a way, but perhaps puts the life of yourself and loved ones in jeopardy. Perhaps not so dangerous, but quite as mean, is the substitution of some inferior article of merchandise for a well-advertised and standard one. The concern that spends thousands of dollars in advertising its goods must offer only the best goods to be produced, or it could not get its money back. A single sale is probably made at a heavy loss. It is the satisfied customer who purchases again and again that must be depended on for a profit."

The *Critic* calls attention to a change in book advertising. "No books are advertised nowadays," it says, "as having reached a sale of two hundred or five hundred thousand copies. Nothing is said about the number of copies sold. Publishers are content now to mention the number of 'editions' or 'impressions' which seems to be the favorite term. Even in the case of 'The Masquerader' no definite figures are given, and yet that is one of the best selling books of the year. Shouting the number of copies sold never seemed quite in keeping with the character of book publishing, which is supposed

to be a more æsthetic business than soap making, for instance. And yet even in soap-making the manufacturers never advertise the number of cakes sold; they advertise the article they have for sale, and expect it to sell on its merits, or on the amount of advertising given to it."

A page advertisement for the city of Dallas, Texas, in the May issues of *Success*, *McClure's Review of Reviews* and *World's Work* is municipal advertising of the right calibre—strong copy put where it will be seen. Dallas has a population of 78,000 now, and proposes to double it in five years by advertising. An organization called the Hundred and Fifty Thousand Club of Dallas is behind this campaign, its members being progressive young business men. An advertising appropriation of \$30,000 annually is to be expended.

A GOOD PRINCIPLE.

"THE CHRISTIAN HERALD."

An Illustrated Family Magazine.

96 & 97 Bible House,

NEW YORK, April 27, 1905.

Editor of PRINTERS' INK:

We notice that you have included the *Christian Herald* in your statement of advertisements in the April magazines, but desire to call your attention to the omission of the asterisk, as the *Christian Herald* is strictly a cash medium—that is to say—every advertisement appearing in the columns of the *Christian Herald* is paid for in cash. We never accept trade advertisements of any name or nature.

If we can make this assurance any stronger we shall be glad to do anything you wish in the matter. Thanking you for your kind consideration of the *Christian Herald*, I am,

Yours very truly,

P. B. BROMFIELD.

NOTES.

SOME literature to dealers, introducing the "Stork" can opener, a device made by the Stork Mfg. Co., Dayton, Ohio, is forceful and fully descriptive, but some verses used in connection therewith go beyond all poetic license.

A FINE little folder on tea and serving trays, from the Rochester Stamping Co., Rochester, N. Y., shows them in natural colors and tells about their wearing and display qualities in brief compass. It goes to retailers.

THE *Evening Journal*, Wilmington, Del., prints on its want ad page every day a miniature newspaper called the *Prosperity Herald*. It contains little stories of advertising success, notes of business prosperity and other readable stuff of a commercially optimistic nature.

A SERIES of mailing cards, from *Travel*, the New York recreation magazine, is intended to interest hotels, railroads and kindred lines in the publication's advertising possibilities. Matter is largely confined to extracts from the magazine itself, showing its editorial scope and appeal.

A HEART-SHAPED "heart-to-heart talk" from the Elmer, N. J., *Weekly Times*, tells things about the advertising patronage of that paper, its system of news gathering and its value to local merchants.

BEAUTIFUL and unhackneyed views of Havana and other Cuban centers of interest decorate the latest folder of the United Railways of Havana. Brief description tells how to make a profitable winter tour of the island. This advertising is sent out from the Havana offices of the road.

It would be difficult to improve on the color scheme adopted by the McCray Refrigerator Company, of Kendallville, Indiana, for the cover of their Catalogue No. 46. The combination of pale blue, gray-green and white gives an impression of coolness that prepares the reader to believe all the claims made for the McCray refrigerators. Advertisers as a rule are prone to underestimate the subtle power of suggestion but in this catalogue full use is made of it. A thoroughly good piece of work.

Advertisements.

All advertisements in "Printers' Ink" cost twenty cents a line for each insertion, \$10.00 a line per year. Five per cent. discount may be deducted if paid for in advance of publication and ten per cent. on yearly contract paid wholly in advance of first publication. Display type and cuts may be used without extra charge, but if a specified position is asked for an advertisement, and granted, double price will be demanded.

WANTS.

WANTED—Reliable Eastern or Western Advertiser to handle a good thing on royalty. C. B. STONE, Charlotte, N. C.

CAPABLE, experienced advertiser, employed by large firm, desires to change location. Address "L. C." care Printers' Ink.

POSITIONS open for competent newspaper workers in all departments. Write for booklet. FERNALD'S NEWSPAPER MEN'S EXCHANGE, 368 Main St., Springfield, Mass.

WANTED—Web perfecting press; cylinder width to take on 4½ inches, circumference 43½ inches.

Address "M. C." care Printer's Ink.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

CONCERNING TYPE—A Cyclopaedia of Every-day Information for the Non-Printer Advertising Man; get "typewise"; 64 pp., 50c. postpaid; as'ts wanted. A. S. CARNELL, 150 Nassau St., N. Y.

WANTED—Newspaper advertising manager wants change. Is sure business getter, capable solicitor and executive. Highest of newspaper and business references. Address "BUSINESS," care of Printers' Ink.

WANTED—Printers and publishers to investigate our Matrix and Stereotype Machine Proposition. We have a service that will earn you money. Address THE BUCHER ENG. & MFG. CO., Columbus, Ohio.

NEWSPAPER Correspondent, going abroad, will write general letters on social, political, labor, literary or other topics. Can also furnish special articles. Terms low.

"ALFRED," care Printers' Ink.

EVERY ADVERTISER and mail-order dealer should read THE WESTERN MONTHLY, an advertiser's magazine. Largest circulation of any advertising journal in America. Sample copy free. THE WESTERN MONTHLY, 815 Grand Ave., Kansas City, Mo.

POSITIONS OPEN—We have hundreds of high grade business and technical positions paying from \$1,000 to \$5,000 a year, but we haven't enough capable, experienced men to fill them. If you believe you are the right man for any of these places write to-day for booklets. We have offices in all large cities and offer the surest method of marketing your ability for every cent it is worth. **HAPGOODS (Inc.)**, Brain Brokers, Suite 511, 309 Broadway, New York.

YOUNG MEN AND WOMEN of ability who seek positions as advertisers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 30 cents per line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$30 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$3,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. FOWELL, Advertising and Business Expert, 1467 Temple Court, New York.

WANTED:

An Advertising Writer.

A position is open for a young man who can write forceful retail advertising. The business is dry goods, but the man who can write just as good advertising if he doesn't see the goods as if he does is not the kind of a man desired. The position is assistant to the advertising manager. The salary is \$2,000.00 a year. Experience in retail advertising would help, but it is quite possible that a man now writing for the newspapers or magazines would prove to be the best man for this position.

The man selected will find he has formed a very desirable connection with opportunities. Address "Retail," P. O. Box 672, N. Y. City.

ADWRITING.

ORIGINAL IDEAS, advice and adwriting. Any line. **G. GRIFFITH CLAPHAM**, 150 Nassau Street, N. Y., Room 637.

PERIODICAL PUBLICITY.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (C.O.). 283 Broadway, New York.

COIN CARDS.

\$3 PER 1,000. Less for more anyprinting. **THE COIN WRAPPER CO.**, Detroit, Mich.
1,000 for \$3. 10,000 \$20. Any printing. **Acme Coin Mallet Co.**, Ft. Madison, Ia.

DESIGNERS AND ILLUSTRATORS.

DESIGNING, illustrating, engraving, illuminating, engraving, lithographing, art printing. **THE KINSLEY STUDIO**, 245 B'way, N. Y.

MAIL ORDER.

MAIL ORDER SPECIALTIES **WANTED FOR AUSTRALIA**. We have splendid facilities for disposing of large quantities of Mail Order lines of every description. Want good Agencies. We pay cash with order. Samples and prices to **DEANK & SON**, 406 George St., Sydney, N. S. W., Australia.

MAIL-ORDER ADVERTISERS—Try house to house advertising; it will pay you big. Our men will deliver your circulars and catalogues direct to the mail-order buyer. You can reach people who never see a paper of any description from one year's end to another. When once reached the rest is easy. We have reliable agents well located throughout the United States and Canada, and are in a position to place advertising matter in the hands of any desired class. **OUR DISTRIBUTORS' DIRECTORY** will be sent free of charge to advertisers who desire to make contracts direct with the distributor. We guarantee good service. Correspondence solicited. **NATIONAL ADVERTISING CO.**, 700 Oakland Bank Building, Chicago.

DISTRIBUTING

DISTRIBUTING through the agency of the **Bernard Advertising Service** in Ala., Ga., Miss., N. C. and S. C., was tested five years ago by a trial order for distribution in 63 Ga. towns by the Pinkham Medicine Co.; now their books are distributed semi-annually throughout the Southeast by the Bernard Agency. You can learn the particulars from **CHAS. BERNARD**, Savannah, Ga.

POSTAGE STAMPS.

HIGHEST price for unused stamps, C. O. D. **R. E. ORSER**, 302 Dearborn St., Chicago, Ill.

CARD INDEX SUPPLIES.

THAT'S all we make. Our prices are right. Sample sets and prices upon request. **STANDARD INDEX CARD COMPANY**, Rittenhouse Bldg., Phila.

CEDAR CHESTS.

MOOTH-PROOF Cedar Chests—Made of fragrant Southern red cedar and absolutely proof against moths. Prices low. Send for booklet. **PIEDMONT FURNITURE CO.**, Statesville, N. C.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade. Special prices to cash buyers.

FREE sample of Bernard's Cold Water Paste will be sent to any publisher, paper hanger, photographer, cigar maker or manufacturer who uses paste for any purpose and will test its merits. **BERNARD'S AGENCY**, Tribune Building, Chicago.

DOXINE—A non-explosive, non-burning substitute for lye and gasoline. Doxine retards and improves the suction rollers. It will not rust metal or burn the hands. Recommended by the best printers for cleaning and protection of half-tones. For sale by the trade and manufactured by the **DOXO MAN'FG CO.**, Clinton, Ia.

HOUSE-TO-HOUSE DISTRIBUTION.

ADVERTISERS selling through the trade and mail-order firms can secure prompt and satisfactory returns through my **National Distributing Service**, which guarantees an honest, judicious, house-to-house distribution of advertising matter anywhere in the United States. My distributors are bonded and make this work their exclusive business. No boys. Write for particulars.

WILL A. MOLTON, National Advertising Distributor, Main Office, 443 St. Clair St., Cleveland, O.

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. We do addressing at low rates. **WALLACE & CO.**, 29 Murray St., New York. 1310 Pontiac Bldg., 358 Dearborn St., Chicago, Ill.

THE STANDARD AUTO ADDRESSER is a high speed addressing machine, run by motor or foot power. System embodies card index idea. Prints visibly; perforated card used; errors impossible; operation simple. Correspondence solicited.

B. F. JOLINE & CO.
123 Liberty St., New York.

ADVERTISING NOVELTIES.

AGENTS wanted to sell ad novelties, 35¢ com. 3 samples, 10¢. **J. C. KENYON**, Owego, N. Y.

SALESMEN—Advertising Novelties; earn \$100 a week taking orders; no collecting. **SHELLONITE CO.**, Box 892, Manchester, N. H.

WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. **THE WHITEHEAD & HOAG CO.**, Newark, N. J. Branches in all large cities.

Color Barometers. The latest novelty. Can be mailed in 4½ envelope, penny postage. \$25 per 1,000, including imprint. Send 10¢ for sample. **PINK & SON**, 5th. above Chestnut, Philadelphia.

PUBLISHING BUSINESS OPPORTUNITIES.

\$8,000 will buy a monthly special agricultural Journal.

Circulation 40,000 proven.
Advertising receipts are excellent.
Splendid one man proposition, or
Would lend itself to large organization.
Ex- editor of ability who would stay with paper.

A bargain at this price.
EMERSON P. HARRIS,
Broker in Publishing Property,
233 Broadway, New York.

HAVE you \$100,000 capital?

And editorial, financial or business ability?

And want to make \$100,000 into \$500,000?

Have a career and win position!

I can tell you how to do it

In New York City.

With a splendid publishing foundation

In a great rich field

Waiting the coming of a modern publisher.

The risk is slight.

Good profits already available

As well as high reputation.

It is one of the cases where,

When a great property has been developed,

People will blandly say:

"Most anybody could have done that."

It takes, to undertake it,

A little insight, foresight and sand.

If you are eligible

And this appeals to you,

It may be your life opportunity.

Write or call,

With evidence of responsibility and sincerity.

EMERSON P. HARRIS,
Broker in Publishing Property,
233 Broadway, New York.

PRINTING.

PRINTING at reasonable prices. **MERIT PRESS**, Bethlehem, Pa.

BOOKS.

PATENTS THAT PROTECT—72 p. book mailed free. **H. S. & A. B. LACEY**, Patent and Trade-Mark Experts, Washington, D. C. Established 1860.

"ONLY LETTERS"—About 80 in all—from a brother on the "other side, to one on this," from Northern, Central and Southern Europe, Russia, Italy, Egypt, etc., as those lands were seen through eyes unconventionally focussed. By **FRANCIS I. MAULE**. "Only Letters" is not a "work of genius," most distinctly not, and is not easily confusable with books under suspicion as such, but such is its treatment of matters, and of men that society is by no means a unit in pronouncing it "hopelessly dull." This book has been privately printed for its author (not published), and, until the limited edition be exhausted, it will be forwarded by mail for \$1.00. Sent to **THE AUTHOR** at 406 Sansom Street, OLL, Philadelphia, Pa.

FOR SALE.

TWO Merry anthral Linotypes for sale. Bargain. Address "G. K.," Printers' Ink.

FOR SALE—Two Empire Type-Setting Machines, 10 and 11 point, with type. Both now running. Prices VERY low.
BURNETT PRINTING CO., Rochester, N. Y.

I HAVE a file of "Inland Printers," from 1885 to 1903, and "The American Printer" for five years back. These are valuable to any man actively engaged in the printing office. Will sell them at regular subscription price. Address **HOL MARCBANKS**, 506 Pearl Street, N. Y.

FOR SALE—Campbell web perfecting press, which was replaced by large press; prints four or eight pages of six, seven or eight columns at a speed of 10,000 copies an hour; one casting box; one tall cutting machine; one shaving machine; one trimming stand; one elevating table. Press can be seen running. **JOURNAL**, Dayton, O.

TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©). 233 Broadway, New York.

"REAL ESTATE," Amsterdam, N. Y., circulation 3,000, for real estate dealers and owners; \$1 a year; names of buyers each month.

ADVERTISING MEDIA.

10 CENTS per line for advertising in **THE JUNIOR**, Bethlehem, Pa.

THE SUNDAY TIMES, Richmond, Me. Want ads 5 lines, 25¢ each insertion. Copy free.

THE BEE, Danville, Va. Only evening paper in field. Average circ'n, February, 2,334.

ADVERTISERS' GUIDE, Newmarket, N. J. A postal card request will bring sample copy.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©). 233 Broadway, New York.

THE EVANGEL, Scranton, Pa. Thirteenth year; 20¢. 4¢. 1¢. line.

ANY person advertising in **PRINTERS' INK** to the amount of \$15 or more is entitled to receive the paper for one year.

REACH 1,200 homes in Troy and Central Miami County, Ohio, by using the **RECORD**. Only daily. Delivered directly to 300 homes in city alone. Read by women. Rate, 2-7c. line, net.

"ATLANTIS," the only daily Greek newspaper in America; established 1894. One cent a copy; reaching a colony of 300,000 Greeks in America. One inch daily costs only \$50. A wide field easily and economically reached.

CRABTREE'S CHATTANOOGA PRESS, Chattanooga, Tenn., 50,000 circulation guaranteed, proven; 200,000 readers. Best medium South for mail-order and general advertising. Rate, 15 cents a line for keyed ads. No proof, no pay.

POST CARDS.

HALF TONES made from photographs of hotels, local views, business buildings, etc., suitable for printing on post cards. Also print post cards. Prices and samples furnished. STANDARD, 61 Ann St., N. Y.

TYPEWRITER RIBBONS.

60 CENTS for the very best Typewriter Ribbon that can be made. A revelation to most users. Costs only 40 cents if you send two dollars for a coupon sheet of five.

CLARK & ZUGALLA, 100 Gold St., New York.

IMITATION TYPEWRITTEN LETTERS.

IMITATION Typewritten Letters of the highest grade. We furnish ribbon, matching ink, free. Samples free. SMITH PTG. CO., 813 Broadway, Toledo, Ohio.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

ADVERTISEMENT CONSTRUCTORS.

FRED W. KENNEDY, 171 Washington St., Chicago, writes advertising—your way—his way.

TAILORS' ADS—Something new; wonderful result getters. Sample free. E. D. SNOW, Rutland, Vt.

NEW CUTS and advertising copy for your line are cheap enough by our method. ART LEAGUE, New York.

ADVT. WRITING—nothing more. Been at it 14 years.

JED SCARBORO, 557a Halsey St., Brooklyn, N. Y.

HENRY FERRIS, his [H] mark Advertising Writer and Adviser, Drexel Building, Philadelphia, 637 Temple Court, New York.

YOUR ADVERTISING written, planned, designed and placed for \$4.50 a month—any line of business. Will send you four sample ads or circulars for \$1.

J. H. LARIMORE, Westerville, Ohio.

JUST SUPPOSE Every man who sorely NEEDED vastly BETTER ADVERTISING also WANTED IT!! Just try to picture such an utterly impossible situation. If that time ever should arrive (which it won't), the business of tens of thousands of short-sighted merchants all over the land would quicken to an extent that would do two things—
First: It would profoundly astonish them; and
Second: It would set many to wondering why they had been so obstinately and unprofitably blind to the real potentials of pertinent publicity.

I use samples of my work to inoculate "such needers" with "wanton-ness," and with some success.

Would you like me to try some of them on you?

I make a great variety of advertising "things." No. 33. FRANCIS I. MAULE, 402 Sansom St., Phila.

HALF-TONES.

NEWS-APER HALF-TONES. 2x3, 75c.; 3x4, \$1.; 5x5, \$1.50. Delivered when cash accompanies the order. Send for samples. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

PRINTERS.

PRINTERS. Write R. CARLETON, Omaha, Neb., for copyright lodge cut catalogue.

WE print catalogues, booklets, circulars, adv. matter—all kinds. Write for prices. THE BLAIR PTG. CO., 514 Main St., Cincinnati, O.

CLASS PUBLICATIONS.

HARDWARE DEALER'S MAGAZINE. Circulation 17,500 (©©). 253 Broadway, New York.

SPECIALIZED PUBLICATIONS.

HARDWARE DEALER'S MAGAZINE. Circulation 17,500 (©©). 253 Broadway, New York.

ELECTROTYPERS.

WE make the electrotypes for PRINTERS' INK. We do the electrotyping for some of the largest advertisers in the country. Write us for prices. WEBSTER, CRAWFORD & CALDER, 45 Rose St., New York.

PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 60-page list prices illustrated catalogue, published annually, 3rd issue now ready; fresh. S. F. MYERS CO., 45w, 45-50 53 Maiden Lane, N. Y.

TIN BOXES.

IF you have an attractive, handy package you will sell more goods and get better prices for them. Decorated tin boxes have a rich appearance, don't break, are handy, and preserve the contents. You can buy in one-half gross lots and at very low prices, too. We are the folks who make the tin boxes for Cascarets, Huylers, Vasoline, Santol, Dr. Charles' Fresh Food, New-Skin, and, in fact, for most of the "big guns." But we pay just as much attention to the "little fellows." Better send for our new illustrated catalog. It contains lots of valuable information, and is free. AMERICAN STOPPER COMPANY, 11 Verona Street, Brooklyn, N. Y. The largest maker of TIN BOXES outside the Trust.

NEW JERSEY'S LEADING GERMAN NEWSPAPER

Reach out to the great German population of Newark, New Jersey, through the columns of the *New Jersey Freie Zeitung*. Newark is the largest city in New Jersey, having nearly 300,000 population. It is famous for its extensive manufacturing, mercantile and other industries. About 100,000 of its people—one-third—are thrifty and prosperous Germans.

Don't Overlook THE FREIE ZEITUNG

It is New Jersey's most important—most progressive—German Morning Daily, Sunday and Weekly Newspaper. It reaches more German readers and buyers than any other German daily in the State.

Why not cultivate this very desirable field for the sale of your products by the liberal use of space in this paper? It is bringing splendid returns for its numerous advertisers.

Our rates are very reasonable. Would be pleased to send you rate cards, circulation statements, etc., on request.

NEW JERSEY FREIE ZEITUNG

ESTABLISHED 1855.
NEWARK, N. J.

PAPER.

B BASSETT & SUTPHIN.
45 Beekman St., New York City.
Coated papers a specialty. Diamond B Perfect
White for high-grade catalogues.

MAIL-ORDER NOVELTIES.

WRITE to-day for free "Book of Specialties,"
an illustrated catalogue of latest imported
and domestic novelties, watches, plated jewelry,
cutlery and optical goods—wholesale only.
SINGER BROS., 32 Bowery, N. Y.

ADVERTISING AGENCIES.

O'ORMAN AGENCY, 1 Madison Ave., N. Y.
Medical Journal advertising exclusively.

GOLDEN GATE ADVERTISING CO., 3400-3408
Sixteenth St., San Francisco, Cal.

DOREMUS & CO., Advertising Agents, 44 Broad
St., N. Y. Private wires, Boston, Phila. etc.

MAIL order advertising a specialty. THE
STANLEY DAY AGENCY, Newmarket, N. J.

THE H. I. INELAND ADVERTISING AGENCY
Handles but one business of a kind.
925 Chestnut Street, Philadelphia.

CURTIS-NEWHALL CO. Established 1895. Los
Angeles, California, U. S. A. Newspaper,
magazine, trade paper advertising.

ALBERT FRANK & CO., 35 Broad Street, N. Y.
General Advertising Agents. Established
1872. Chicago, Boston, Philadelphia. Advertis-
ing of all kinds placed in every part of the world.

BARNHART AND SWASEY, San Francisco—
Largest agency west of Chicago; employ 60
people; save advertisers by advising judiciously
newspapers, billboards, walls, cars, distributing.

DEVELOP this advertising field. It is most
inviting. We can advise as to mediums,
and how to use them. Write us. THE DES-
BARATS ADVERTISING AGENCY, Ltd., Mont-
real.

*More Subs.
that's what you
need—Secure the*

**Phillips
Service**
of Louisville Ky

FRANKLYN HOBBS

"HIMSELF"



Send him two Red Stamps for book "Himself and His Seal"
and he will send the stamps back on the book.

NEVER AGAIN!

Office of the "NEWTON TIMES,"

DECATUR, Miss., April 20, 1905.

Printers Ink Jonson, New York, N. Y.:

DEAR SIR—Please send me by fast freight 25 lbs. of news ink.
I am having to throw away fifty lbs. of ink bought from another
concern, because it is no good. Shall never try another experiment
with ink while you are making yours. Very truly yours,

THOS. KEITH, JR., Publisher.

My news ink is the best that money can buy and
is sold as follows:

25 lb. kegs at 6	cts. 2 lb.
50 lb. kegs at 5½	cts. 2 lb.
100 lb. kegs at 5	cts. 2 lb.
250 lb. kegs at 4½	cts. 2 lb.
500 lb. kegs at 4	cts. 2 lb.

Terms f.o.b. New York, cash with order. Money
back when dissatisfied with your purchase. Send for
my price list of job inks. Address

PRINTERS INK JONSON,

17 Spruce Street,

New York.

Publicitous Promotion

I AM COMPLETING a six months' contract with the Thos. G. Plant Co., Boston, manufacturers of women's shoes. At this writing it is uncertain if to mutual advantage and by mutual consent this contract is to be extended. ¶ At any rate the work I was hired to do is practically completed. ¶ This was to organize and develop into profitable operation a *Department of Promotion*—a sort of Publicitous Clearing House as a complement to the Advertising Department. ¶ As an *agent provocateur* of Profitable Publicity I may confidently be estimated as a pretty good thing. Indeed, you may take my word for this even if you never read the Advertising Chit Chat of "T. S." in the *Milwaukee Sentinel* or in the *Boston Herald*. ¶ Possibly your business—anything from a newspaper or a railway to a show or a shoe factory—requires the intelligent distribution and the intelligent application of its advertising to make the latter pay. ¶ In such case you might go further and could fare worse than get next to

E. W. Krackowizer,

at the good old NORFOLK HOUSE
in dear old ROXBURY,
now a P. O. sub-station of BOSTON.

A SCIENTIFIC BASIS

For Conducting the Advertising Business.

RATES

FOR

THE TWENTIETH CENTURY HOME

An Illustrated Magazine.

All Advertisements on Fine Coated Paper, Printed on Flat Bed Presses.

½ CENT PER LINE.

No Discounts, except Ten Per Cent. to Agents. Five Per Cent. for Cash within Ten Days of Mailing Bill to Advertiser.

Bills made out for the exact number of copies sold to actual subscribers and actual purchasers on the news-stands.

With each bill every month will go a sworn statement of circulation showing what becomes of every copy printed.

The rate of THE TWENTIETH CENTURY HOME is fixed upon a basis of Two Dollars per line for four hundred thousand circulation—that is ½ Cent per line per thousand circulation.

Not only is a sworn statement of circulation forwarded to you each month, but all books of accounts will be at all times open to the public, including purchase of paper, record of reams used by each press, record of folding machines, record of signatures gathered, shipments made each day and to whom, Post Office receipts, freight receipts, News Company accounts, and all other books which may have any bearing upon the question of circulation.

At least once a year public accountants will be employed to audit our books and make sworn statements as to the accuracy of the monthly statements previously sent out.

This brings the advertising business to a scientific basis. The advertiser need no longer be uneasy about what he is receiving for his money. He knows—

FIRST: That the quality of the magazine insures the highest character of readers.

SECONDLY: That ½ Cent per line is the lowest rate ever given by any first-class periodical.

THIRDLY: That his advertisement is being printed by the finest processes on coated paper.

FOURTHLY: That under such circumstances to stay out of such a periodical at such prices must be direct loss to his business.

The Twentieth Century Home

JOHN BRISBEN WALKER,

Chairman Board Directors.

David Strother Walker, Prest.

John C. Walker, Treasurer.

Harold Walker, Secretary,

James Randolph Walker, Editor.

How About Your Copy?

Is It As Good As It Should Be?

If it is not, the money you are wasting is a very serious leak, if not a dangerous one. Now that most of the clap-trap and tomfoolery which have surrounded the advertising business for so many years have been kicked down the back stairs the advertiser understands more clearly that his success depends upon the copy and illustrations which he uses in his advertising, and that such copy is the best investment he can make. Fairly good copy is not good enough. It will bring only fair results, and what the advertiser wants is the big results which can only be secured from copy of the very first class.

Our experience in the preparation of this kind of copy for leading American advertisers has been long and valuable, and we like to explain to advertisers just what we have done for others and what we can do for them.

Address LEROY FAIRMAN, Secretary,

THE GEORGE ETHRIDGE COMPANY,

THIRTY-THREE UNION SQUARE,

New York City.

READY-MADE ADVERTISEMENTS.

Readers of **PRINTERS' INK** are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

ROBERT R. BURRAGE,
Manufacturer of Padding and Book
Binding Glues, Paste, etc.,
35-37 Frankfort Street,

New York, N. Y., April 21, 1905.
Editor Ready Made Ad Department:

DEAR SIR—I send you herewith four mailing cards, and a follow-up letter, that I am sending out a week apart in the order in which they are numbered, and would like to hear what you think of them, if they can rightly be considered under your department.

I have been reading your criticisms for some months and have gotten much valuable information from them, but nearly all the ads, reproduced are retail ads, while I manufacture an article that is used in the making of other articles and requires somewhat different handling than where you sell goods that are in general use, and would like to know if you think I am going at it in the right way.

Very truly yours,

ROBT. R. BURRAGE.

The cards referred to are exceptionally well written and illustrated, and are printed in black ink on different colors of stock which make strong and pleasing contrasts. The arguments are decidedly sensible and very much to the point, and if the series of cards with the final letter fail to stir up some business it will be something to wonder at. The matter reproduced below from one of these cards shows the direct business-like style running through the whole series:

FOOLING WITH CHANCE.

Using inferior padding glue in an effort to save a few cents is fooling with chance in the worst kind of a way. You won't save anything and you may lose a good customer.

Padding glue that holds so firmly that you tear the sheet when you attempt to remove it from the pad doesn't hold trade.

Neither will a glue that lets the sheets fall apart on the least handling. Sheets taken from a pad made with R. R. B. Padding Glue don't tear—nor does the pad fall apart. It holds the sheets securely but not too firmly, and there is no glue adhering to the edge when they are removed.

It's sold in 5 and 10 pound cans at 16 cents a pound—and there's 16 cents' worth of pad satisfaction in every pound. Try it.

ROBT. R. BURRAGE,
35-37 Frankfort St., New York.

One of the cards was marred by two typographical errors, which,

while not necessarily fatal, are sure to be seen by the practiced eye of the printer and likely to convey an impression of carelessness not altogether deserved.

Shannon Always Says Interesting Things, Even About Commonplace and Uninteresting Articles. From the Philadelphia Evening Bulletin.

Self-pulling Cork Screws

save you the bother of hard tugging, and maybe a laundry bill. Simply keep turning and the cork, no matter how tight it may be, comes out easily and intact, 50c.

Also handy for lifting seals, breaking wire and removing crowns.

Other grades at 25c.

Folding Cork Screws for carrying in the pocket. Any number of sizes. 25c. and 50c.

When a cork has been forced from the neck into the bell of a bottle, a Ready Wire Cork Puller easily gets it out. Tinned wire, at 10c.

SHANNON, HARDWARE,
Philadelphia, Pa.

*This is Good Enough for Any Watch
Repairer. Try it.*

The Ways of a Watch.

The ways of a watch are past finding out. Don't try. If your watch is lazy and won't run, let our repairer spur it up—he'll make it on time to a dot. Ten to one you've neglected it—let it get dirty; or rusty from lack of oil; maybe given it to the baby to play with. We get plenty of watches bearing the tell-tale marks of little teeth.

Whatever's the reason, don't delay: delay costs money and spoils the watch. We give thorough examination and regulating free—anything more costs as little as satisfactory work can be done for.

P. G. DIENER,
Jewelry. Silverware.
410 Market Street,
Harrisburg, Pa.

The jeweler who advertises birth stones should put this little verse in his May ads.

May

Who first beholds the light of day
On spring's sweet flowery month
of May,
And wears an Emerald all her life.

A Good Insurance Ad From the Harrisburg, Pa., Telegraph.

The Main Thing About Fire Insurance

is carrying a sufficient amount to really protect your property—for after a fire one can only accept the result.

Better see to it that you're fully insured and in a company celebrated for prompt payment of losses; a good reliable company—the only kind represented by us.

MILLER BROS. & BAKER,
Real Estate Building,
Harrisburg, Pa.

A Good Idea But the Headline Should Read "Flower Seeds Free."

Flower Seeds.

Don't fail to plant some early. We would like everyone to have Sweet Peas. So we will give away 320 packages free to the first purchasers of 700 pounds of Choice Candy now on the way from New York. Buy Five Cents' worth or more of Nice Candy and get a package of Pink and White Peas, free! Plant early. Plant deep (about 6 inches). Give them plenty of fertilizer and water. Rice's and Ferry's Seeds in Packages. May's and Northrup King & Co.'s in bulk. It's time to think about a little hot bed. Make one with broken glass at very little cost. We have a lot of it. "Peep O' Day" is the very early Sweet Corn. 10 days earlier than almost any other and is very sweet and good.

McCRAY & CO.,
Prescott, Wis.

Another Good Ad Handicapped by Lack of Prices. From the News Advertiser, Chillicothe, O.

Tooth-Brush Troubles.

You've had 'em. So have we. That's why we've put in a line of warrantable goods. No bristles coming out by the bunch, making you feel as if you'd swallowed a hedgehog. No flimsy, disappointing brushes, but satisfactory goods which we warrant. If bristles come out we give you a new brush. Get your next tooth-brush at

LEHMAN DRUG CO.,
Chillicothe, Ohio.

It Would Seem Better to Say Nothing at All About Prices Than to Say Only That "We Could Not Make a Finer Shade if You Paid Us \$5 a Window," and Let It Go at That, Otherwise a Good Ad. From the Boston Herald.

Window Shades Paine's

Two-thirds of the comfort of a window is made by the Shade. A Window Shade is about the very worst thing on which to practice economy.

We have now nearly six thousand customers in our window shade factory, who have been won over by the quality of our work. There is nothing better to be had at any price.

We could not make a finer Shade if you paid us \$5 a window, having regard solely to cut, fit, hang and perfect operation.

Is this what you want?

We tint our cloth by hand and work constantly on new art stains to meet the views of our architect trade.

Every part of the work is done by men; we employ no minors or piece hands. We send competent men to take measurements, and to hang the shades.

PAINE FURNITURE CO.,
Rugs, Draperies and Furniture.
Boston, Mass.

Clarke & Fisher are real estate dealers at Binghamton, N. Y., and from their two-color, 13-inch triple-column ad in the Binghamton section of the Elmira, N. Y., *Telegram* for March 26, it is very evident that they don't care how much that fact is noised around. The ad is apparently addressed to those who are about to move and who, perhaps, have never considered the possibility of owning a nice home for payments but little larger than the monthly rent they have been paying. To this class it makes an exceptionally strong appeal; but it hits at the same time, and with no less force, nearly every other class of possible buyers.

It appears in the Sunday issue of the Elmira *Telegram*, which, because it devotes a great deal of space to Binghamton and the surrounding country, is probably more widely and thoroughly read in that city than any of the New York papers, whose rates would, of course, be prohibitory to Binghamton advertisers in this line:

FOUND A HOUSE YET?

If you are a renter and have to look for a house every year or two, you're just the person we want to talk to.

Why don't you become your own landlord?

We have helped hundreds of others to own their own homes—Why not you?

We build and sell modern, desirable homes at low prices.

Our houses are well and substantially built.

They are handsome and slightly in appearance.

They are complete and modern from cellar to garret.

We are now building a number of cosy houses in the Clarke & Fisher location, all within eight to fifteen minutes' walk of the court house, all of modern style and nearly ready to finish. You can buy one of these houses on easy terms, paying for it at about the same monthly cost as rent, and we will finish it up to suit your particular needs and desires.

These houses have all the modern improvements, the lots are large; there is plenty of pure air and the location is superb.

We are also building twelve houses on our East End property, if you prefer that part of the city. If you have property to rent we can rent it for you. If you have money to loan we can place it for you. We have several Court street offices to rent. A great bargain is a house and barn for \$1,100. Do not wait till April 1st if you want

to buy, as they are liable to be all sold by that time. When you move, move into a new house—your own house.

CLARKE & FISHER,

3 Exchange Bldg., Binghamton, N. Y.

How "Two Inches Single" is Used to Advantage in the Bangor, Me., Commercial.

Photographs!

We have artists we can send to your home, to your place of business, or to any other place or locality for special photograph work. No matter what kind or size of photographs you want, we can make them.

J. F. GERRITY & CO.,

11 State St.,

Public Library Bldg.,

Bangor, Me.

A Good One for Hats. From the New Haven, Conn., Register.

There are three kinds of hats—hats, good hats and Knox hats.

We don't sell the first kind; they don't cost much and they are worth less.

We have the other two kinds—\$3 to \$5.

Soft hats, also; hats that you can wear in your pocket with as little damage as on your head. Prices are \$1.50 and up—but not so very far up.

If you don't look through our neckwear at least once a week you will be at least a week behind the latest neckwear news.

JENKINS & THOMPSON,

Opposite the Town Pump
New Haven, Conn.

Very Good.

Electric Signs

are the best signs because:

1—They work night as well as day.

2—They command unusual attention.

3—They are economical advertising.

4—They show you are up with the times.

Ask us to figure on an Electric Sign for you.

BEACON LIGHT CO.,

Phone 90, Chester, Pa.

Electric Light and Power
for Chester and
Vicinity.

It Will Bear Repeating. That the Washington (Pa.) Daily Reporter is Full of Good, Lively Ads.

A Real Boy

That is, a boy that's full of "ginger" and "go" should have the best of Shoes. No other kind will stand his thumping and kicking. We want parents to examine our \$1.50, \$1.75 or \$2 Boys' Shoes, note the quality of the stock and the way they are put together. It takes a good live boy to wear them out before they ought to wear out. We can fit any boy with these Shoes, no matter how small he may be, or how large—just so he is a boy. We put our reputation back of every pair we sell.

H. W. GABBY,
Washington, Pa.

A Timely One. From the Philadelphia Record.

Don't Begin Spring Cleaning

until you take the step that insures a clean, comfortable, dustless kitchen all year 'round—put in

A Gas Range and A Water Heater

For sale by dealers and
THE UNITED GAS IMPROVEMENT CO.

Philadelphia, Pa.

Now This is Something Like It—You Get Just so Much Work and Materials for so Much Money, and Some Current Thrown In. It Sounds Like Business. From the Binghamton (N. Y.) Press.

Exceptional Offer.

We will wire a six-room house, handsome fixtures, complete, for \$15 and furnish this amount of current free (100 kilowatt hours).

Large houses pro rata. 'Phone us to have our representative call.

BINGHAMTON LIGHT,
HEAT AND POWER
COMPANY,

172 Washington St.,
Binghamton, N. Y.

"Onyx" Hosiery

The hallmark of good hosiery is fit. It must set like a glove.

"Onyx" does.

At all points exposed to special wear it should be reinforced with extra thickness—double sole and toe and high-spliced heel.

"Onyx" is,

While soft and easy to the feet, it should not only survive much hard and persistent wear, but it should come back from the laundry week after week with its original color and shape unchanged.

"Onyx" will,

For men, women and children. If you cannot procure at your dealers, write to

LORD & TAYLOR,
Wholesale. New York.

Here's a Novel Laundry Ad From the Galveston, Texas, Tribune, Though It Looks at First Glance Like a Complaint Blank for the Use of This Particular Laundry's Customers.

No Complaints, No Improvements

Tell us your trouble—we will give you a cure.

Place an X beside the complaint you would like remedied and send with your next package to us and we will do it right. We want your suggestions.

Failure to call promptly. Faded colored shirts. Specks in edges of white goods. Shrunk flannels. Starched too stiff. Not enough starch. Yellow edges. Blue spots or streaks. Not well ironed. Buttons missing. Repairing neglected. Collars blistered. Collars folded so that the tie will not fit. Fold collars cracked. Tips of collars not finished on the inside. Wrong goods returned. Package not delivered promptly. Impolite service. Claims neglected.

Our customers do not find these complaints enumerated above, and we want every laundry customer in Galveston to try us with our new methods and be saved the annoyances often caused by complaints such as we have indicated.

MODEL LAUNDRY DYE
WORKS,
Galveston, Texas.

Duplicate!

ROWELL'S AMERICAN NEWSPAPER DIRECTORY



New York City, APR 29 1905

RECEIVED of the Publisher of Daily Journal & Tribune,

One Hundred Dollars Knoxville, Tenn.

for guarantee of circulation rating in Rowell's American Newspaper Directory.

THE PRINTERS' INK PUBLISHING COMPANY,

\$100.00

Wm. J. Priest, Manager.
Publishers of Rowell's American Newspaper Directory.

CONDITIONS.

The absolute correctness of a circulation rating in Rowell's American Newspaper Directory, based upon a satisfactory statement from the publisher of a paper, of the actual issues for a full year, is guaranteed by the Directory publishers, under a forfeiture of one hundred dollars, payable to the first person who notifies the Directory publishers of the error. The guarantee is perpetual so long as the newspaper furnished the money in each year's subscription, and the Directory continues to be published. The money paid is not returnable to the publisher at any time or under any circumstances.

To publishers of deserving mediums—

be it newspaper or magazine—who have enough faith in advertising to take some of their own medicine—I will demonstrate a plan and a propaganda to increase their advertising patronage.

* * *

I refer to an increase of the local business of a newspaper as well as to the general business of a magazine. I have in mind, in each case, the development of new business, either from local tradesmen or from manufacturers who ought to advertise their products.

* * *

My plan, if accepted, costs from twenty to five hundred dollars per year—a small outlay, anyway—the inquiry regarding the proposition, and how it works, costs nothing at all.

Hadn't you better inquire?

Call on or address

CHAS. J. ZINGG, *Manager,*

Printers' Ink Publishing Co.,

10 Spruce Street (up-stairs),

NEW YORK CITY.